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## **NOW STREAMING NETFLIX - AT 35,000 FEET: VIRGIN AMERICA TEAMS UP WITH NETFLIX TO OFFER TRAVELERS FREE WIFI ACCESS TO THE WORLD'S LEADING INTERNET TV NETWORK**

***New High-Speed ViaSat Satellite WiFi Launches this Month on Virgin America, Allowing Guests to Stream Video in the Air  
– Just Like at Home***

**San Francisco** - September 29, 2015 - Today, Netflix, the world's leading Internet TV network, and Virgin America, the low-fare, upscale airline known for offering next generation entertainment and connectivity, announced they are joining forces to provide complimentary in-flight WiFi access that allows new and existing Netflix members to enjoy the entire Netflix catalog of films and award-winning shows. Beginning today, Netflix users onboard Virgin America's new ViaSat WiFi-equipped aircraft will be able to stream the best programming available in the skies, including the hit series *House of Cards* and *Orange Is The New Black*, to their phones, tablets, and laptops at no cost through March 2, 2016\*. The experience is made possible by [Virgin America's recent connectivity partnership with ViaSat](#), which brings significantly faster WiFi to the airline's 10 new Airbus A320 aircraft being delivered from fall 2015 to mid-2016. In addition to offering free streaming through its new ViaSat WiFi network, as of next month, Virgin America will also offer *House of Cards* seasons 1-3 for free on the airline's recently upgraded Red® touch-screen seatback in-flight entertainment platform - so travelers can binge-watch through their own devices or their seatback.

Virgin America and Netflix kick off their #NetflixOnboard partnership today with the surprise unveiling of a *House of Cards* and Netflix-branded aircraft and an appearance by Michael Kelly, the Emmy-nominated star of the Netflix original series *House of Cards*. Kelly's character Doug Stamper, who serves as President Frank Underwood's loyal consultant and Machiavellian fixer, will drop in on Virgin America Flight 1 from San Francisco International Airport (SFO) to Washington Reagan National Airport (DCA). Guests onboard the flight will be able to binge-watch Netflix content in Virgin America's mood-lit cabin and will be treated to a signature *Whiskey Whistleblower* cocktail, while Kelly - as Doug Stamper - dispenses some tongue-in-cheek, morally-ambiguous political advice over the aircraft's intercom before take-off.

"Netflix and Virgin America are both known for their focus on innovation and for shaking up their respective industries - so we're thrilled to team up to bring the best in technology and entertainment to the skies. These latest generation investments in our WiFi and entertainment platforms allow us to provide the largest breadth of streamed content ever available at 35,000 feet - along with entire seasons of some Netflix favorites via the Red platform," said Abby Lunardini, Virgin America Vice President of Brand Marketing and Communications. "We hope our guests enjoy the offering and know that even President Frank Underwood can't get entertainment this good onboard Air Force One."

"As WiFi becomes more ubiquitous, it's going to be increasingly possible for members to enjoy Netflix wherever they want," said Bill Holmes, Netflix's global head of business development. "We're delighted to partner with Virgin America to extend the joy of Netflix to our members at 35,000 feet."

As the only airline based in Silicon Valley, Virgin America has long been known for its innovative in-flight experience - including being the first (and still only) U.S. airline to offer WiFi on every flight and power outlets at every seat. Virgin America has one of the youngest fleets in the industry, with custom-designed, mood-lit cabins, comfortable leather seating and a personal seatback entertainment platform that offers every guest their own seatback touch-screen with movies, live TV, interactive maps, videogames, a 3,000 song library and an on-demand menu, which allows flyers to order a cocktail or snack from their seatback any time during a flight.

Earlier this summer, Virgin America [announced a new connectivity partnership with ViaSat](#) to bring even faster WiFi to the airline's 10 new Airbus A320 aircraft being delivered from fall 2015-mid-2016. The partnership leverages ViaSat's satellite-based in-flight internet service to enable Virgin America's guests to experience internet speeds similar to what they expect at home - offering WiFi connectivity that is 8 to 10 times faster than any other onboard WiFi system, with the freedom to watch and now stream online directly on any connected device when in-flight. This month the first aircraft with the new ViaSat WiFi service entered service, paving the way for guests to watch all of their favorite Netflix content from the comfort of their plush leather seats. The new ViaSat service\* will be rolling out to about one aircraft a month through June 2016 - and the WiFi service will be complimentary for travelers until March 2, 2016. In addition to being the only U.S. airline to offer fleetwide WiFi as of 2009, Virgin America has made continuous investments in its in-flight connectivity system, including upgrading its full fleet to the latest generation ground-based WiFi system as of 2014 and now investing in the most advanced satellite-based WiFi system with ViaSat for its next 10 aircraft deliveries.

Virgin America also [recently announced it was implementing a significant upgrade to its Red® in-flight entertainment system](#), which will allow guests to binge-watch entire seasons of certain Netflix originals, including *House of Cards* Season 1-3. The new Red Beta creates an even more immersive in-flight entertainment experience with higher resolution capacitive touch screens, Android-based software that allows for faster, real-time updates, and three times more content - including full seasons of favorite television shows, more interactive maps, videogames including classics like Pac Man and Asteroids - along with the first surround-sound listening experience to be offered by an airline.

**\*How #NetflixOnboard works:**

Guests on aircraft equipped with the new ViaSat WiFi service will be notified by the Virgin America in-flight team that they can access high-speed WiFi. Guests can then open their browser and login for free by selecting the "VirginAmerica" ViaSat network and will then be prompted to either login to their existing Netflix account or to create a new, 30-day free trial account, after which they will then be connected to the Netflix service at 35,000 feet, just like they would on the ground. Existing account holders will be able to access Netflix through their mobile device, tablet or laptop onboard ViaSat equipped Virgin America aircraft at no additional cost through March 2, 2016, while new members can sign up to enjoy a free 30-day free Netflix trial - good for use both in the air, on Virgin America's ViaSat-equipped aircraft, or on the ground.

Photos and video of the *House of Cards* and Netflix-branded Virgin America aircraft can be found at:

<https://www.virginamerica.com/cms/about-our-airline/photos/netflix-partnership>

Photos of Virgin America's unique aircraft - including its new #NetflixOnboard aircraft as well as broadcast quality b-roll can be found at: <https://www.virginamerica.com/cms/about-our-airline/photos.html>

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**Editor's Note:** Virgin America is a U.S.-controlled, owned and operated airline. It is an entirely separate company from Virgin Atlantic. Sir Richard Branson's Virgin Group is a minority share investor in Virgin America.

**About Virgin America:** Known for its mood-lit cabins, three beautifully designed classes of service and innovative fleetwide amenities - like touch-screen personal entertainment, WiFi and power outlets at every seat, Virgin America has built a loyal following of flyers and earned a host of awards since launching in 2007 - including being named both the "Best U.S. Airline" in Condé Nast Traveler's Readers' Choice Awards for the past seven consecutive years and "Best Domestic Airline" in Travel + Leisure's World's Best Awards for the past eight consecutive years. For more: [www.virginamerica.com](http://www.virginamerica.com)

**About Netflix:** Netflix is the world's leading Internet television network with over 65 million members in over 50 countries enjoying more than 100 million hours of TV shows and movies per day, including original series, documentaries and feature films. Members can watch as much as they want, anytime, anywhere, on nearly any Internet-connected screen. Members can play, pause and resume watching, all without commercials or commitments.