The JetBlue Card From American Express Gives Cardmembers `Continuously Extending' TrueBlue Points

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Use the Card and Never Worry About Point Expiration Dates

NEW YORK, Aug 17, 2006 (PRIMEZONE via COMTEX News Network) -- American Express and JetBlue Airways (Nasdaq:JBLU) today announced a new enhancement for JetBlue's TrueBlue(R) members who use the JetBlue Card from American Express. Effective immediately, cardmembers can automatically extend the life of their TrueBlue points by 12 months each time they purchase as little as $200 on their JetBlue Card or by using the JetBlue Card to purchase JetBlue travel, before current points expire.

"In listening to JetBlue's TrueBlue members, they told us the opportunity to extend the life of their TrueBlue points would significantly increase the value of the program," said Andrea Spiegel, Vice President of Sales and Marketing for JetBlue Airways. "We decided the perfect way to enhance the program was to offer this exclusive benefit as part of our partnership with American Express. All JetBlue Card from American Express Cardmembers now have total control over the life of their TrueBlue points."

Launched in July last year, the JetBlue Card from American Express allows Cardmembers to earn Award Dollars that can be automatically transferred to a Cardmember's TrueBlue account and then redeemed for award flights on JetBlue. Now, in addition to providing consumers a way to earn TrueBlue points when they are not flying, the Card makes it possible for consumers to accrue points without worrying about point expiration dates. Currently, only JetBlue Cardmembers have the ability to extend TrueBlue point expiration dates.

"We're delighted to launch this free, built-in feature for our JetBlue Cardmembers," said Judy Teeven, Vice President, Strategic Alliances and Cobrands for American Express. "As a thank you for being loyal customers, we've automatically extended the expiration date of every single Cardmembers' TrueBlue points through August 16, 2007."

About The JetBlue Card from American Express

Cardmembers earn Award Dollars on virtually every dollar they spend on the Card and double Award Dollars on JetBlue flight purchases and other select categories, including restaurants, sporting events, and movie theater purchases. Through the Card, Cardmembers earn one TrueBlue point for every 200 Award Dollars and can redeem 100 TrueBlue points (20,000 Award Dollars) for one award flight on JetBlue. Award Dollars earned on the JetBlue Card are automatically converted to TrueBlue points and regularly transferred to a Cardmember's TrueBlue account.

JetBlue Card benefits include:

-- 5,000 Award Dollars (equals 25 TrueBlue points) with the first purchase on the Card

-- Three Card designs for Cardmembers to choose from when they apply online: Mosaic, Harlequin and Bubbles -- inspired by the JetBlue airplane tailfins

-- One Award Dollar for every eligible dollar spent on the Card

-- Double Award Dollars for JetBlue flight purchases, gym memberships, restaurants and movie theater purchases, sporting events, performing arts and golf greens fees(1)

-- No caps on the amount of Award Dollars Cardmembers can earn

-- Automatic enrollment in JetBlue's TrueBlue program

-- A $40 annual fee and fee-free additional Cards

-- Retail and travel protections such as Buyer's Assurance(2), Purchase Protection(3), Car Rental Loss and Damage Insurance(4), Travel Accident Insurance(5), ability to Pay-Over-Time, Emergency Card Replacement, and 24-hour Customer Service

Recent JetBlue News

Members of JetBlue's TrueBlue(R) Flight Gratitude program will soon have 47 reasons to love JetBlue. JetBlue will expand its route network to 47 cities this year, including new service from New York to Bermuda; Pittsburgh, PA; Jacksonville, FL; Charlotte and Raleigh/Durham/Chapel Hill, NC; Portland, ME; and Richmond, VA. Service to Houston begins September 7, and service to Aruba will begin September 15. JetBlue offers more flights between New York and Florida than any other airline. TrueBlue members now enjoy TruePasses, so TrueBlue members can redeem half of their TrueBlue award at a time.

About American Express and JetBlue Airways

JetBlue and American Express have enjoyed a strong partnership since JetBlue's launch in 2000. In December 2004, American Express added JetBlue to its Membership Rewards(R) program enabling enrolled Cardmembers to transfer points directly into the TrueBlue(R) program for travel with the airline. The partnership between JetBlue's TrueBlue flight gratitude program and the Membership Rewards program exceeded the one-year goal within the first three months. In July 2005, both companies announced an extension of their partnership launching a co-brand credit card, the JetBlue Card from American Express. The Card provides consumers the only way to earn TrueBlue Award Dollars outside of flying. To learn more about the JetBlue Card from American Express, or to apply, visit www.jetbluecard.com or call 1-877-2JETBLUE.

American Express Company (www.americanexpress.com) is a leading global payments, network and travel company founded in 1850.

About JetBlue Airways

In the six years since its launch, JetBlue Airways has focused on creating a new airline category -- an airline that offers value, service and style. Based out of New York City, the low-cost carrier currently serves 41 destinations with more than 470 flights daily. Onboard JetBlue, customers enjoy roomy leather seats and 36 channels of free DIRECTV(r) programming(a), the most live TV available on any airline. On flights longer than two hours, a selection of first-run movies and bonus features from FOX InFlight(tm) is also available. JetBlue offers customers generous brand name snacks and beverages, including freshly brewed Dunkin' Donuts coffee, and delicious wines selected by the airline's Low Fare Sommelier, Josh Wesson from Best Cellars. On overnight flights from the West, the airline now offers Shut-Eye Service, with a Shut-Eye Kit(tm) designed exclusively for JetBlue by Bliss Spa and other special amenities including a "good morning" hot towel service. With JetBlue, all seats are assigned, all travel is ticketless, all fares are one-way, and an overnight stay is never required. For information or reservations call 1-800-JETBLUE (1-800-538-2583) or visit www.jetblue.com.

(a) DIRECTV(r) service is not available on flights to/from Bermuda, Puerto Rico or the Dominican Republic; however, where applicable FOX InFlight is offered complimentary on these routes. FOX InFlight is a trademark of Twentieth Century Fox Film Corporation. JetBlue's in-flight entertainment is powered by LiveTV, a wholly owned subsidiary of JetBlue.

Notes:

1. You will accrue one (1) bonus Award Dollar (for a total of two (2) Award Dollars) for each U.S. dollar of eligible spending charged on your Card account for JetBlue flight purchases, purchases at restaurants and movie theatres, purchases of gym memberships, tickets for sporting events sold by the event venue, theatre or an authorized agent, and golf course greens fees directly billed ("Double Award Dollar Purchases").

2. Underwritten by AMEX Assurance Company, Administrative Office, Green Bay, WI. Coverage is subject to the Terms, Conditions, and Exclusions of Policy AX0951. See Description of Coverage for full details.

3. Underwritten by AMEX Assurance Company, Administrative Office, Green Bay, WI. Coverage is subject to the Terms, Conditions, and Exclusions of Policy AX0953. See Description of Coverage for full details.

4. Underwritten by AMEX Assurance Company, Administrative Office, Green Bay, WI. Coverage is subject to the Terms, Conditions, and Exclusions of Policy AX0925. See Description of Coverage for full details.

5. Underwritten by AMEX Assurance Company, Administrative Office, De Pere, WI. Coverage is determined by the terms, conditions, and exclusions of Policy AX0948 and is subject to change with notice. This document does not supplement or replace the Policy.

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