jetBlue

American Express and JetBlue Airways Launch JetBlue Business Card Giving Small Businesses 5 Percent Off JetBlue Travel Plus Award Flights

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NEW YORK, Sept. 25, 2006 (PRIMEZONE) -- American Express and JetBlue Airways (Nasdaq:JBLU) today introduce the JetBlue Business Card from American Express, which offers small business owners an automatic 5% discount(1) on JetBlue flights, plus an easy way to earn awards(2) travel.

Cardmembers automatically receive an OPEN Savings discount of 5% off the total cost of their JetBlue flight when they make the purchase with the new JetBlue Business Card. Cardmembers who purchase their JetBlue flight with any other American Express Business Card receive an automatic 3% discount on the total purchase. These discounts are Business Card benefits -- not limited-time offers -- and apply to all flights purchased with the JetBlue Business Card through any JetBlue channel.

The JetBlue Business Card offers small businesses one Award Dollar on virtually every purchase, and double Awards Dollars on select small business purchases, including JetBlue travel, gasoline, office supplies, wireless phone charges, and car rentals. To welcome new Cardmembers to the program, JetBlue Business Cardmembers will receive 5,000 Award Dollars with their first purchase, which equals 25% of a JetBlue award flight.

The JetBlue Business Card is an expansion of the cobrand relationship between JetBlue and American Express and follows the launch of the consumer JetBlue Card from American Express in July 2005. The move brings new benefits to Business Cardmembers and makes it easier than ever for them to take advantage of JetBlue's business-friendly offerings. JetBlue and American Express have enjoyed a strong partnership since JetBlue's launch in 2000, when the airline began accepting American Express(r) Cards.

"The JetBlue Business Card from American Express is a great way for us to add value for small business owners who depend on JetBlue for business travel, through easier and faster award travel and savings," said Tim Claydon, senior vice president of Sales and Marketing for JetBlue Airways. "This is a meaningful way to show JetBlue's commitment to our business customers, especially in the 14 new cities we have started service in this year."

"We recognize that small business owners choose JetBlue for its value and service, and we're pleased to make it easier and more affordable for our Business Cardmembers to fly JetBlue," added Raymond Joabar, senior vice president and general manager, OPEN from American Express. "By offering significant savings upfront with a 5% discount on JetBlue flights and a convenient way to earn awards travel, we're giving small business customers the bottom-line benefit of reduced travel expenses."

The new Card is particularly suited to time-starved small businesses since Award Dollars are automatically transferred to TrueBlue(r), JetBlue's flight gratitude program. TrueBlue is a paperless, automatically managed program. Awards are automatically sent to TrueBlue members when the account reaches 100 TrueBlue points. Awards are designed for full flexibility as well -- each TrueBlue Award is made up of two TruePasses, each valid for a one-way flight, and can be used together or individually, giving small business owners the travel flexibility they need. Another benefit exclusive to Cardmembers holding either a JetBlue Card from American Express, or the new JetBlue Business Card is continuously extending TrueBlue points. Every time Cardmembers earn the equivalent of one TrueBlue point or purchase travel on JetBlue before their points expire, all the points in their account extend another 12 months.

About The JetBlue Business Card from American Express

Business Cardmembers earn Award Dollars on virtually every dollar spent on the Business Card, and double Award Dollars on JetBlue flights, gas, car rental, office supplies and equipment, and wireless phone charges. With the Business Card, business owners can 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 Business Card are converted to TrueBlue points at the end of each billing cycle.

JetBlue Business Card benefits include:

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-- Discount of 5% discount off the total cost of JetBlue flights
   through the OPEN Savings program
-- 5,000 Award Dollars (equals 25 TrueBlue points) welcome bonus with
   first business purchase on the Card
-- One Award Dollar for every eligible dollar spent on the Card
-- Double Award Dollars for JetBlue flights, gas, car rental, office
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   supplies and equipment, and wireless phone charges
-- No caps on the amount of Award Dollars Cardmembers can earn
-- Three Card designs for Cardmembers to choose from when they apply
   online: Mosaic, Harlequin, and Bubbles -- inspired by the JetBlue
   airplane tailfins
-- Automatic enrollment in JetBlue's TrueBlue program
-- 12-month extended life on TrueBlue points -- by simply purchasing a
   JetBlue flight or earning one TrueBlue point with the JetBlue
   Business Card annually, before current points expire
-- A $40 annual fee and unlimited, fee-free additional Cards
-- JetBlue's CompanyBlue tool, enabling small business owners to track
   ticket activity, spending, and flight credits. In addition, low
   change fees, transferable flight credits, free same-day standby,
   and confirmed seats provide travel flexibility for small business
   owners
-- The OPEN Savings program(3), which offers savings at select travel
   and service providers, and business suppliers. For more
   information, visit OpenSavings.com
-- Retail and travel protections such as Global Assist, Car Rental
   Loss & Damage Insurance, Purchase Protection Insurance, Travel
   Accident Insurance, American Express Card Baggage Insurance, Buyers
   Assurance Plan, Automatic Bill Payment, Express Cash Emergency Card
   Replacement, Emergency Check Cashing, and 24-hour customer service.
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About OPEN from American Express

OPEN is the American Express team dedicated exclusively to the success of small business owners and their companies. The OPEN Team supports business owners with exceptional service. With tailored products and services, the team delivers purchasing power, flexibility, control and rewards to help customers run their business. Specifically, business owner customers can leverage an enhanced set of products, tools, services and savings, including charge and credit cards, convenient access to working capital, robust online account management capabilities and savings on business services from an expanded lineup of partners. To obtain more information about OPEN, visit www.OPEN.com, or call 1-800-NOW-OPEN to apply for a Card or loan. Terms and conditions apply.

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 45 destinations with up to 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(r) coffee, and delicious wines selected by the airline's Low Fare Sommelier, Josh Wesson from Best Cellars(r). On overnight flights from the West, the airline now offers Shut-Eye Service(tm), with a comfort kit 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.

The JetBlue logo is available at http://www.primezone.com/newsroom/prs/?pkgid=795

(a) DIRECTV(r) service is not available on flights outside the continental United States; however, where applicable FOX InFlight(tm) is offered complimentary on these routes. FOX InFlight(tm) is a trademark of Twentieth Century Fox Film Corporation. JetBlue's in-flight entertainment is powered by LiveTV, a wholly owned subsidiary of JetBlue.)

1. JetBlue(r): Valid on flights purchased directly from JetBlue by phone (1-800-JETBLUE), online (www.jetblue.com), or at the ticket counter. Savings do not apply to Getaways vacation packages, gift cards/certificates, or to flights purchased through a third party. All American Express(r) Business Cards accounts receive 3% savings on JetBlue flight purchases with a maximum annual savings of $1,000 per Card account. JetBlue Business Card(r) accounts receive an extra 2% savings, for a total of 5% savings with a maximum annual savings of $2,000 per Card account. The 3% and 2% savings will appear as separate statement credits on JetBlue Business Card accounts within 8-10 weeks of the original purchase.

2. Cardmember is responsible for taxes and fees that will apply to Award Travel.

3. OPEN Savings(sm): Payment must be made with an American Express(r) Business Card. Savings will be credited to your American Express Business Card billing statement. All savings referenced are in addition to any offers made by participating companies. Participation and offers are subject to change without notice. Terms and conditions apply. For more information and the full OPEN Savings partner terms and conditions, please visit opensavings.com.


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