The JetBlue Promise Program: If You Lose Your Job, We'll Refund Your Fare

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- Value airline boosts customers' confidence to book travel in advance by providing full refund reassurance (a) -

- Customers who experience involuntary full-time job loss may receive a full refund for booked travel for up to nine customers (a) -

NEW YORK, Feb. 17 /PRNewswire-FirstCall/ -- New York-based value airline JetBlue Airways Corporation (Nasdaq: JBLU) today announces The JetBlue Promise Program, boosting customers' confidence to book travel by honoring a full refund to anyone who experiences involuntary full-time job loss prior to their trip (a).

(Logo: http://www.newscom.com/cgi-bin/prnh/20090217/NY71475LOGO-b)

"JetBlue is committed to helping customers book stress-free travel plans, and based on their feedback we made adjustments to our refund policy to allow them to book with confidence," said Robin Hayes, executive vice president and chief commercial officer for JetBlue Airways. "This price promise allows them to book early and take advantage of our low fares without worrying they will lose their money if they need to cancel their trip due to job loss."

Customers who book flights between Feb. 1 and June 1, 2009 and lose their job on or after Feb. 17 may be eligible for The JetBlue Promise Program. Customers must notify JetBlue and request a full refund at least 14 days prior to the first date of travel. The customer, who purchased the flight and is listed as a traveler on the itinerary, can request a refund for up to nine customers traveling on one reservation. JetBlue's low fares are usually nonrefundable, but The JetBlue Promise Program provides a special option for possible refund in the original form of payment.

The JetBlue Promise Program is valid for bookings originating in the United States only and excludes group bookings, Getaways vacation packages and cruises. Purchases made with JetBlue Gift Cards or vouchers, TrueBlue Award Travel or travel certificates are not eligible. More information about how the program works, including the required Eligibility Letter and further instructions, can be found at www.jetblue.com/promiseprogram. For general inquiries, customers can email their full name, contact information and reservation number to promise@jetblue.com.

About JetBlue Airways

New York-based JetBlue Airways has created a new airline category based on value, service and style. Known for its award-winning service and free TV as much as its low fares, JetBlue is now pleased to offer customers Lots of Legroom and super-spacious Even More Legroom seats. JetBlue introduced complimentary in-flight e-mail and instant messaging services on aircraft "BetaBlue," a first among U.S. domestic airlines. JetBlue is also America's first and only airline to offer its own Customer Bill of Rights, with meaningful and specific compensation for customers inconvenienced by service disruptions within JetBlue's control. Visit www.jetblue.com/promise for details. JetBlue currently serves 52 cities with 600 daily flights. 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) Abbreviated Terms: Program ends June 1, 2009. Program applies to newly-booked air-only JetBlue flight purchases made between February 1, 2009 and June 1, 2009 ("Flight Booking Window"). Program applies only to un-flown flight segments that are U.S.-originating o/w or r/t. Does not apply to code-share or interline travel. Does not apply to changes to existing travel, flights purchased after June 1, 2009, or flights purchased within Flight Booking Window but changed after June 1, 2009. Person seeking to cancel reservation for flight(s) and request a refund under the Program ("Requestor" or "You") must (1) involuntarily lose his/her full time job on or after February 17, 2009, (2) be aged 18 or older as of February 17, 2009, (3) be a traveler on the reservation/itinerary for which a refund is sought; and (4) have personally paid for the travel for which a refund is sought. Requestor must agree to, complete, sign, notarize and return full Program Terms and the original Eligibility Letter to JetBlue via (a) facsimile AND (b) via certified mail, return receipt requested. The facsimile must be received NO LATER THAN 14 DAYS PRIOR TO SCHEDULED DEPARTURE OF OUTBOUND FLIGHT. The original Eligibility Letter sent via certified mail must be received no later than the departure date of the outbound flight. Failure to do so will make Requestor ineligible for Program. NOTE: JETBLUE WILL IMMEDIATELY CANCEL FLIGHTS FOR WHICH REQUESTOR SEEKS REFUND UPON RECEIPT OF EXECUTED ELIGIBILITY LETTER VIA FACSIMILE REGARDLESS OF WHETHER REQUESTOR IS ELIGIBLE FOR PROGRAM. JetBlue will then evaluate request for eligibility and, subject to JetBlue's confirmation that Requestor is eligible and has satisfied the requirements of this Program, JetBlue will process request for refund within approximately 30 days of receipt by JetBlue of Eligibility Letter. Refunds will be returned to the Requestor's original form of payment. Refund will include base fare and taxes and fees applicable to air fare. Refund will not include telephone booking fee as may be paid by JetBlue, or GDS booking fee paid to third party websites. Refund will apply for up to nine customers (including Requestor) per eligible reservation. If JetBlue determines request is ineligible, JetBlue will not reinstate the flight but will charge the $100 cancel fee and place any remaining amount in a JetBlue Credit Shell valid for use toward a future JetBlue flight for up to one year. JetBlue reserves the right to cancel, terminate or suspend this Program or any part of this Program should any non-authorized intervention, network failure, information storage failure, telecommunications failure, malfunction, or other causes beyond its control, corrupt or impair the security, administration, fairness and/or operation of this Program as determined by JetBlue in its sole discretion. Additional terms and

restrictions apply. See full Program Terms available www.jetblue.com/promiseprogram for details.

(Logo: http://www.newscom.com/cgi-bin/prnh/20090217/NY71475LOGO-b)

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