JetBlue Unveils an Even More Rewarding TrueBlue Customer Loyalty Program

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JetBlue Unveils an Even More Rewarding TrueBlue Customer Loyalty Program
-- New program launches in September --
-- Every seat on every flight available for redemption --

NEW YORK, Aug. 4 /PRNewswire-FirstCall/ -- JetBlue Airways (Nasdaq: JBLU) set out to bring humanity back to air travel when it launched service nearly a decade ago, and this fall the airline plans to bring a bit of sanity back to the business of frequent flier programs with a complete revamp of TrueBlue, its customer loyalty program.

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

The new program is scheduled to launch Sept. 28, 2009, and makes TrueBlue more rewarding, more flexible, and more valuable for the airline's jetters - whether they're road warriors or occasional travelers. It also turns the traditional frequent flier model on its tail by changing the way points are earned and redeemed.

Earning Points

Points in the redesigned TrueBlue program will be based on dollars spent with JetBlue, instead of flight length. Customers will be rewarded with three TrueBlue points for every eligible dollar they spend with JetBlue, plus double points (six per dollar) will be awarded for purchases made through www.jetblue.com (a). Customers can also continue to accrue points by using the JetBlue Card from American Express: every $1 of eligible spending will equal 1 TrueBlue point, as well as double points for purchases made at www.jetblue.com.

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   Customers will also enjoy bonus points after reaching specific thresholds
in TrueBlue. The "Go Big Bonus" offers customers more points the more they
jet:


                                 You will receive a
        Once you reach*          "Go Big Bonus" of
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        3,000 points             500   points
        ------------             ------------
        6,000 points             1,000 points
        ------------             ------------
        9,000 points             2,000 points
        ------------             ------------
        12,000 points            4,000 points
        -------------            ------------
        For every 3,000 points   4,000 points
        above 12,000 points
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   *Restricted to points earned solely from purchasing air travel on
   jetblue.com and within a twelve month period. "Go Big Bonus" points
   do not count towards your next point threshold trigger.
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A "Go Long Bonus" will offer customers who jet on ten one-way long-haul flights (2,000 miles in distance or longer, the equivalent of only 5 transcontinental roundtrips) within a year a whopping 10,000 bonus points -- enough for a roundtrip award flight (b). Example of eligible "Go Long" routes include Boston to Los Angeles or San Francisco; Long Beach, Calif. to Fort Lauderdale, Fla., or Washington, D.C.; and New York to Barbados or Saint Lucia.

Redeeming Points

In an industry reversal, JetBlue will make every seat on every flight available for TrueBlue redemption (c). Just as regular fares vary, the points required for a TrueBlue award flight will also vary according to the specific flight chosen and factors including the destination, day of the week, season, and advance booking window, making TrueBlue points currency you can use to "buy" your award flight.

One-way award flights will be available starting at a mere 5,000 points and will increase in increments of 100 points based on the above factors. As an added bonus, there are no blackout dates when redeeming TrueBlue awards (c).

"Frequent flier memberships are commonplace these days, but they're frequently a point of frustration," said Dave Canty, JetBlue's director of loyalty marketing. "Airlines have made miles easy to earn but not always easy to use. At JetBlue, we knew there had to be a better way to reward loyalty. That's why we're thrilled to launch a completely redesigned TrueBlue that makes points just as easy to redeem as they are to accrue. It's just another way JetBlue is continuing to work hard to be the most customer-friendly airline in the Americas."

TrueBlue points will not expire as long as a customer takes at least one paid JetBlue flight or makes a qualifying purchase with a JetBlue Card from American Express within 12 months of their last TrueBlue transaction (either a qualifying flight or JetBlue Card transaction).

Current TrueBlue customers will be moved seamlessly to the redesigned program in September, and all existing points and awards will remain valid through their indicated expiration date. To enroll in TrueBlue or to learn more about the program, visit www.jetblue.com/trueblue/newprogram.

JetBlue will continue improving the TrueBlue program, including introducing enhancements throughout the fall that will make the program richer and even more rewarding, including hotel, car and retail partners.

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 56 cities with 650 daily flights. New service to Baltimore begins on September 9. The airline also intends to commence service to Barbados (October 1); Saint Lucia (October 26); and Kingston, Jamaica (October 30). 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-JET-BLUE (1-800-538-2583), TTY/TDD 1-800-336-5530 or visit www.jetblue.com.

(a) Points will be awarded based on dollars spent on the published base fare paid on your own individual eligible flight. Airport or Passenger Facility Charges, the September 11 Security Fee, Federal Segment Taxes (a segment is a takeoff and landing), US Departure Tax, APHIS fee, Customs and Immigration fees, and other taxes and fees are not eligible to earn Points. The base airfare purchase price for the flight portion of the Getaways and Cruise Vacation Packages will be eligible to earn TrueBlue Points. All other travel services or products purchased as a part of such vacation packages, including but not limited to, hotels, rental cars, and cruises, shall be ineligible for TrueBlue Point accrual.

(b) Certain flights will require more points to redeem award travel based on, among other things the flight chosen and peak travel periods. TrueBlue Members are responsible for (a) Passenger Facility Charges of up to $9.00 each way, (b) September 11th Security Fees of up to $2.50 per enplanement at a U.S. originating airport, (c) Federal Segment Taxes of $3.60 per domestic segment (a segment is a takeoff and landing), (d) in the case of Puerto Rico and international travel, government fees and taxes of up to $127.60, and (e) any other fees, taxes or surcharges applicable to Award travel.

(c) No blackout dates apply to JetBlue operated flights only. Blackout dates apply to code share and interline flights.

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