jetBlue

JetBlue's Revamped TrueBlue Program Touches Down

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NEW YORK, Nov. 11 /PRNewswire-FirstCall/ -- JetBlue Airways (Nasdaq: JBLU) this week relaunched TrueBlue, its customer loyalty program, unveiling a revamped program that is richer, more rewarding, and more flexible than ever. With TrueBlue, travelers can now enjoy the benefits of a program that has no blackout dates -- every seat on every JetBlue flight is now available for redemption (a), allowing customers to redeem awards whenever they want to travel.

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

"Today at JetBlue, we're freeing travelers from the frustrations of blackout dates as we launch a completely redesigned TrueBlue program," said Dave Canty, JetBlue's Director of Loyalty Marketing. "JetBlue has built its reputation on giving travelers more legroom, more entertainment, more snacks and more customer service than the other guys. We're thrilled to roll out a revamped loyalty program that provides them even more value and more flexibility than ever."

All of JetBlue's nearly 8 million existing TrueBlue members have already been migrated to the relaunched program; membership account numbers remain unchanged, and previously issued TrueBlue points and Awards remain intact and available for redemption based on the terms under which they were originally issued (b).

Earning Points

TrueBlue Points are earned based on dollars spent with JetBlue or charged on a member's JetBlue Card from American Express. For every eligible dollar spent with JetBlue, members will earn 3 TrueBlue points (c). Double points (6 per dollar) will be awarded for purchases made through *www.jetblue.com*. Customers who carry the JetBlue Card from American Express will earn 1 TrueBlue point for ever $1 of eligible spending, with double points awarded for purchases made at *www.jetblue.com*.

Customers can earn even more points and reach an Award Flight even faster with two bonuses:

A "Go Long Bonus" offers customers who take ten one way long-haul flights (2,000 miles in distance or longer) within a year a whopping 10,000 bonus points -- enough for a roundtrip Award Flight (d). Examples of eligible "Go Long" routes include New York to Las Vegas or Los Angeles; Boston to Aruba or Seattle; Fort Lauderdale to San Francisco; and Washington/Dulles to Long Beach or Oakland, Calif.

A second bonus, "Go Big," offers customers more points the more they jet:

Once you reach*	You will receive a "Go Big Bonus" of
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 above 12,000 points	4,000 points

*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.

Redeeming Points

JetBlue is now making every seat on every flight eligible for TrueBlue redemption (a). Just as airfares vary, the points required to redeem a TrueBlue award flight will also fluctuate 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 just 5,000 points and will increase in increments of 100 points based on the factors mentioned above. As an added bonus, there are no blackout dates when redeeming TrueBlue Awards (a).

TrueBlue points will not expire as long as a member travels on 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).

To enroll in TrueBlue or to learn more about the program, visit *www.jetblue.com/trueblue*.

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 60 cities with 650 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-JET-BLUE (1-800-538-2583), TTY/TDD 1-800-336-5530 or visit *www.jetblue.com*.

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

(b) For terms and conditions governing TrueBlue Points and Awards earned under the former program, see *https://www.jetblue.com/trueblue/FF_TermsAndConditions.aspx*.

(c) 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.

(d) 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.

SOURCE JetBlue Airways

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