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- Enter for a chance to win one of five grand prize trips and up to $500 in daily travel prizes through January 31, 2010 (a) at www.JetandDriveGiveaway.com -

NEW YORK, Nov. 18 /PRNewswire-FirstCall/ -- JetBlue Airways (Nasdaq: JBLU), the airline known for giving customers more value for their airfare, and The Hertz Corporation (NYSE: HTZ), the world's largest general use car rental brand, are pleased to announce an online "Jet & Drive Giveaway," giving customers the chance to win one of five great trips plus one of more than 100 daily prizes in an escalating sweepstakes through January 31, 2010 (a). The promotion is designed to engage JetBlue's social media-friendly audience with escalating prizes that increase in value as participants share the promotion with others. As more people enter daily, the value of that day's prize increases.

Customers can enter every day at *www.JetandDriveGiveaway.com* for a chance to win up to $250 in Hertz rental certificates and up to $500 JetBlue Gift Cards based on the number of daily entries received. Additionally for every 50,000 overall entries, one of five grand prize trips will be awarded, including four-day, three-night accommodations for two courtesy of a JetBlue Getaways hotel partner, roundtrip air transportation on JetBlue, and a premium car rental from Hertz. Winners can select from one of five JetBlue destinations: Aruba; New York; Los Angeles; Las Vegas; and Orlando.

To make entering online that much easier, a Jet & Drive Widget was also developed to engage consumers in the spaces and places they interact most. Site visitors can easily grab the widget, enter, and share it with friends across blogs and social networking sites. Entrants are encouraged to spread the word to help increase the daily prize values.

"For almost ten years, JetBlue has delivered more services, more amenities, and an award-winning flight experience to our customers," said Leah Britton, analyst of business development for JetBlue Airways. "As more of our customers share their travel experiences with friends, family and colleagues, our loyalty base grows. As a way of saying thank you, we're excited to offer them this opportunity to receive even more value from JetBlue and Hertz."

The Giveaway also extends exclusive Hertz savings to customers booking a Jet & Drive combo on jetblue.com during the promotion period, with an additional $25 savings on future qualifying Hertz rentals (b). JetBlue and Hertz offer an everyday Jet and Drive discount of up to 20 percent off of a car rental when booking online at jetblue.com.

For a detailed description of prizes, eligibility, entry instructions, rules and information about the Giveaway, please visit *www.JetandDriveGiveaway.com*. Jet & Drive is designed, developed, and managed by teamDigital Promotions, Bethel, CT and administration is handled by Project Support Team, Inc.

About Hertz

Hertz (NYSE: HTZ) is the world's largest general use car rental brand, operating from approximately 8,000 locations in 145 countries worldwide. Hertz is the number one airport car rental brand in the U.S. and at 42 major airports in Europe, operating both corporate and licensee locations in cities and airports in North America, Europe, Latin America, Australia and New Zealand. In addition, the Company has licensee locations in cities and airports in Africa, Asia, and the Middle East. Product and service initiatives such as Hertz #1 Club Gold®, NeverLost® customized, onboard navigation systems, SIRIUS XM Satellite Radio®, and unique cars and SUVs offered through the company's Prestige, Fun and Green Collections, set Hertz apart from the competition. In 2008, the Company launched Connect by Hertz, entering the global car sharing market in London, New York City and Paris. Hertz also operates one of the world's largest equipment rental businesses, Hertz Equipment Rental Corporation, offering a diverse line of equipment, including tools and supplies, as well as new and used equipment for sale, to customers ranging from major industrial companies to local contractors and consumers from approximately 330 branches in the United States, Canada, China, France and Spain.

About teamDigital and Project Support Team

teamDigital Promotions is an interactive marketing agency specializing in the development of digital promotions that leverage emerging channels and technologies including online, mobile, and social networks to deliver measurable brand value. teamDigital's sister agency, Project Support Team, provides promotion administration, fulfillment and legal support services to leading brands and agencies.

About JetBlue Airways

New York-based JetBlue Airways has created a new airline category based on value, service and style. In 2009, the carrier ranked "Highest in Customer Satisfaction Among Low-Cost Carriers in North America" by J.D. Power and Associates, a customer satisfaction recognition received for the fifth year in a row. 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 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 purchase necessary to enter or win in the Jet & Drive Giveaway. Void where prohibited. Begins 12:00:00AM ET, 10/20/09 & ends 11:59:59PM ET, 1/31/10. Open to legal residents of 50 U.S. and District of Columbia, 25+. (1) Grand Prize awarded for every 50,000 entries received throughout the giveaway for a maximum of (5) Grand Prizes being awarded. If fewer than 250,000 total entries are received, all (5) Grand Prizes will still be awarded from among all entries received. Other restrictions apply. Visit www.jetanddrivegiveaway.com for Official Rules & complete details.

(b) Jet & Drive Offer Terms & Conditions apply. Booking begins 10/20/09 & ends 1/31/10. Rental must be made & returned by 2/14/10. Claim for $25 Savings Certificate must be submitted by 2/28/10. $25 Savings Certificate must be used within (150) days of Claim submission date. Taxes, fees, & restrictions apply. Visit www.jetanddrivesavings.com for complete details.

SOURCE JetBlue Airways

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