Celebrate 2010 with JetBlue Airways' Shake Up the New Year Sale

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-- Book flights to more than 55 destinations with fares starting as low as $39 or redeem as few as 5,000 TrueBlue points each way (a)

---- Travel must be booked by January 13, 2010 at www.jetblue.com --

NEW YORK, Jan 04, 2010 /PRNewswire-FirstCall via COMTEX/ -- To celebrate 2010, JetBlue Airways (Nasdaq: JBLU) today announced a Shake Up the New Year Sale, with flights to more than 55 destinations in the Caribbean, California, Florida, and the Eastern, Western, South and Midwest regions (a). Customers can also book travel by redeeming as few as 5,000 TrueBlue points each way (a). Travel must be booked online at www.jetblue.com by Wednesday, January 13, 2010.

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

JetBlue recently revamped TrueBlue, its customer loyalty program, to make it more rewarding, more flexible, and more valuable for jetters. In an industry reversal, JetBlue now makes every seat on every flight available for TrueBlue redemption. Just as regular and sale fares vary, the points required for a TrueBlue award flight 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 customers can use to "buy" their award flights (b).

Jet between New York's John F. Kennedy International Airport (JFK) and Boston, MA or Pittsburgh, PA for as little as $39 or 5,000 TrueBlue points each way (a). One-way sale fares as low as $39 or 5,000 TrueBlue points (a) are also available between Boston and Baltimore, MD or Buffalo, NY; and between Long Beach/L.A. and Oakland, CA, Las Vegas, NV, Sacramento, CA, or San Francisco, CA (a).

One-way flights from Austin to Fort Lauderdale or Orlando are available for as little as $79 or 5,900 TrueBlue points (a). Or travel between Fort Lauderdale and Nassau, Bahamas for as low as $29 or 5,000 TrueBlue points (a). Please visit www.jetblue.com for more Shake Up the New Year fare sales.

Sale fares must be purchased by 11:59 p.m. MST on Wednesday, January 13, 2010 and may require up to a 10-day advance purchase. For most city pairs, travel must be completed by March 24, 2010. Fares are most often found on midweek travel dates. Blackout dates and other restrictions apply (a).

Points in the TrueBlue program are based on dollars spent with JetBlue, rewarded three points for every eligible dollar spent, plus double points (six per dollar) for purchases made through www.jetblue.com (c). 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 online. To enroll in TrueBlue or to learn more about the program, visit www.jetblue.com/trueblue/newprogram.

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) Taxes, Fees and Restrictions. Advertised fares/offers are for the following markets: AUS/MCO, AUS/FLL BOS/BWI, BOS/BUF, BOS/JFK, JFK/BOS, JFK/PIT, LGB/SFO, LGB/OAK, LGB/LAS, LGB/SMF and FLL/NAS. Travel must be booked by January 13, 2010, 11:59 PM MT. Offers are for nonstop travel and are subject to change without notice. Offers may not be available on all days or on all flights. Offers must be purchased at time of reservation, and are one-way, nonrefundable and nontransferable. If a fare offer (not an Award flight) is redeemed by telephone, or at an airport or city ticket office, a $15 fee per person applies. 10-day advance purchase may be required. Offers do not include Passenger Facility Charges of up to $9 each way, September 11th Security Fees of up to $5 each way, and a Federal Segment Tax of $3.70 per domestic segment. A segment is a takeoff and landing. International fares also do not include government fees and taxes of up to $127.60 each way. All taxes and fees must be paid at the time of purchase. JetBlue reserves the right to deny boarding to passengers without proper documentation. A second bag fee of $30 applies. Travel must be completed by March 24, 2010. AUS travel must take place on Tuesday or Wednesday. BOS/BWI Travel must take place on Monday, Tuesday, Wednesday, Thursday or Saturday. FLL/NAS travel must take place on Monday, Tuesday, Wednesday, and/or Thursday. Other advertised travel must take place on Tuesday or Wednesday. Blackout dates for all travel are Jan. 14-18, Jan. 29-Feb. 4, Feb. 10-15, and Feb. 19-22. Additional blackout dates for AUS travel are Mar. 12-21, 2010. Offers valid in both directions. Change/Cancel Policies: NON-AWARD FLIGHT CHANGES/CANCELLATIONS may be made prior to scheduled departure for $100 per person plus applicable fare adjustment by visiting jetblue.com or calling 1-800-JETBLUE (1-800-538-2583), TTY/TDD 1-800-336-5530, Dominican Republic (1-809-200-9898), Bermuda (1-800-884-9616), Mexico (1-800-861-3372). Aruba (1-297-588-5388), St. Maarten (1-801-365-2583), Costa Rica (0800-0121666) or Jamaica (1-

800-963-3014). Cancellations are for a JetBlue travel credit only, which is valid for one year. If a reservation is not changed or canceled prior to scheduled departure, all money associated with the reservation is forfeited. TRUEBLUE AWARD FLIGHT CHANGES/CANCELLATION may be made prior to scheduled departure for $100 per person by calling 1-800-JETBLUE, TTY/TDD 1-800-336-5530. In the case of cancellations, TrueBlue points will be re-deposited to the Member's Account. In the case of changes, TrueBlue Points can be applied toward changes, plus any increase in points resulting from the change.

(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 $3.70 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) 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.

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