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- Airline donates one tree for each of its 12,000 crewmembers to Carbonfund.org - - Annual 'One Thing That's Green' sweepstakes celebrates Earth Day with eco-friendly prizes, including a Vespa S 50 4V Scooter grand prize each week at www.jetblue.com/pledge (a) -

NEW YORK, April 22, 2010 /PRNewswire via COMTEX/ --In honor of Earth Day and every day, New York-based JetBlue Airways (Nasdaq: JBLU) is encouraging customers, crewmembers and communities across its network to join together in pledging to do One Thing That's Green to protect the environment via www.jetblue.com/pledge. Learn more from JetBlue Crewmembers by viewing a video on the airline's "BlueTales" blog.

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

"Just one small change in your daily routine can make a huge impact on the environment," said Gina Rauscher, manager corporate social responsibility for JetBlue Airways. "By taking action and social responsibility, together we can help make a difference in preserving our planet by reducing our impact, volunteering our services and educating ourselves and others on environmentally-friendly practices."

This year, JetBlue pledges One Thing That's Green to its partner, Carbonfund.org: a donation of one tree for each of its 12,000 Crewmembers to further offset carbon emissions. In 2009, JetBlue's Jetting to Green environmental commitment inspired more than 64,000 people to participate in the airline's quest to help preserve the environment and the goal this year is to encourage 100,000 more people to make their pledge. Plus, the airline will reward each person's good deed with a free Zinio download!

Reap the Rewards!

To celebrate Earth Day, today through July 9, 2010 customers can enter the One Thing That's Green sweepstakes at www.jetblue.com/pledge for the chance to win a variety of eco-friendly prizes (a). This year, JetBlue is proud to partner with renowned author and mind-body expert, Deepak Chopra, M.D., Amana(R), Vespa(R) and other eco-friendly partners, including:

- Weekly Grand Prize: Vespa S 50 4V Scooters (10 winners)
- Ultimate Prize: A total well-being experience with Deepak Chopra, M.D. at the Seduction of Spirit Retreat at the Chopra Center (1 winner)
- Grand Prize: An energy-efficient appliance makeover from Amana, plus a $5,000 gift card and Martha Stewart Clean products (1 winner)
- First Prizes: Win one of two trips to The Boulders Resort in Scottsdale, Arizona (2 winners)
- Second Prize: A Costa Rica eco-vacation to Lapa Rios Ecolodge for winner and one guest (1 winner)
- Third Prize: A Costa Rica eco-vacation to Arenas Del Mar Beach & Nature Resort for winner and one guest (1 winner)
- Fourth Prize: A Dominican Republic eco-vacation for winner and one guest (1 winner)
- Fifth Prizes Win one of 10 Holmes(R) Air Purifiers (10 winners)

One Thing That's Green Sweepstakes began at 12:00:01 a.m. EDT on April 17, 2010 and ends at 11:59:59 p.m. EDT on June 25, 2010. Visit www.onethingthatsgreensweepstakes.com for more details.

Reducing JetBlue's Impact

For three consecutive years, JetBlue has worked with Carbonfund.org, to reduce the emissions generated by crewmembers traveling on company business. This program, which earned the Silver Halo Award for best environmental campaign in 2008, has reduced over 85,000,000 pounds of carbon -- equivalent to taking over 7,000 passenger vehicles off the road for an entire year! Customers may also choose to offset the carbon emissions of their flights by visiting www.carbonfund.org/jetblue.

Volunteering Services

Across the airline's network, crewmembers joined with local communities this month to perform activities designed to help protect the environment. In New York City, JetBlue's hometown, more than 350 crewmembers and community members did their One Thing That's Green by planting 200 trees on April 17, bringing the airline's total to more than 750 trees, 800 flowers and 1,100 people volunteering over the past three years. Thanks to the help of Hands on Network and Keep America Beautiful, there will be 36 other volunteer projects taking place across JetBlue's domestic and international network through May 1 2010.

Educate Ourselves and Others

A newly-formed "JetBlue Green Team," comprised of senior leadership from every major operating group throughout the airline, has aligned to develop green metrics for 2010 and beyond. The group's mission will be to explore, among other things, building greener operations and environmentally-friendly business opportunities - from new fuel technologies and recycling initiatives to new green products. There are a number of other initiatives currently underway at JetBlue, including pre-sorting recycling in New York, aircraft fuel saving initiatives, EcoPower engine wash processes, electric utility maintenance trucks and more.

About Jetting to Green

Created in 2008, Jetting to Green is a platform that allows JetBlue to encourage environmentally friendly practices through education and volunteerism. The airline is committed to reduce, educate and volunteer in order to make a difference. More information about Jetting to Green, is available online at www.jetblue.com/green.

About JetBlue Airways

Voted "Most Eco-Friendly Airline" by Zagat's Airline Survey in 2008 and 2009, New York-based JetBlue Airways has created a new airline category based on value, service and style. In 2009, the carrier also 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 600 daily flights. New service to Punta Cana, Dominican Republic starts in May. With JetBlue, all seats are assigned, 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 receive a prize. Sweepstakes began at 12:00:01 a.m. EDT on April 17, 2010 and ends at 11:59:59 p.m. EDT on June 25, 2010. Sweepstakes open to legal residents of the fifty (50) United States and the District of Columbia who are 18 years or older at the time of entry. Void in Puerto Rico, outside the U.S. and where prohibited and restricted by law. See Official Rules for details.

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