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- Advertising features the real stories of six passionate TrueBlue customers, nominated by JetBlue Crewmembers, who personify what it means to 'Be True to Yourself and You Will Always Be Rewarded' -

- Today through July 8, new members will receive 1,000 bonus TrueBlue points for enrolling at www.jetblue.com/betrue and an additional 2,000 points by booking a flight within 60 days (b) -

NEW YORK, July 1, 2010 /PRNewswire via COMTEX/ --

JetBlue Airways, in partnership with Carlson Marketing, today launched "Be True" -- a new campaign focused on driving membership and raising awareness of the benefits and enhancements of TrueBlue, the airline's newly revamped customer loyalty program. On a deeper level, the campaign is also an invitation to identify with a movement of likeminded individuals - whether it's travel or music, science or yoga, running or friends and family - who are true to their passion. The campaign centers on two main themes: "Everyone's True to Something. And We're True to You." and "Be True to Yourself and You Will Always Be Rewarded."

(Logo: http://photos.prnewswire.com/prnh/20090217/NY71475LOGO-b)

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Be True highlights the passions of six real TrueBlue members, selected from nearly 100 inspiring candidates that were nominated by the airline's crewmembers. Each customer's passionate true story of dedication - providing clean water wells in Tanzania, training medical students to care for people in austere environments, or teaching improvisation - demonstrates the importance of being true to yourself and your passion.

Similarly, TrueBlue shares its own passion of being true to its members by redesigning the customer loyalty program based on what customer's want: every seat on every flight is available for travel (a) and there are no blackout dates, allowing customers to redeem rewards whenever they want to travel. This transparent and flexible new program is richer and more rewarding for members, who can earn one-way awards flights starting at just 5,000 points.

"Passion is one of JetBlue's five values, and in our search for these inspirational people, our crewmembers identified some truly remarkable customers that make you stop and think about what it means to be completely dedicated to something," said Dave Canty, director of loyalty marketing and partnerships for JetBlue. "Their passionate stories epitomize the theme of our campaign that 'everyone is true to something, and we're true to you.' We have designed our rewards program that is open, honest and real."

To celebrate Be True, TrueBlue is offering an enrollment and flight bonus opportunity for signing up. Today through Thursday, July 8, new members will receive 1,000 bonus points when they join and enter BETRUE2 into the enrollment box (b). For customers who also purchase a flight and jet within 60 days of joining, JetBlue will also provide an additional 2,000 points (b). To join, visit www.jetblue.com/betrue.

The year-long campaign, created by Carlson Marketing out of its Minneapolis and New York offices, will involve email, in-flight, airport, online and out-of-home advertising. The videos are now airing in-flight on all JetBlue flights, and can also be viewed at www.jetblue.com/betrue.

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.

For customers who purchase a new reservation for travel between Los Angeles (LAX) or Chicago's O'Hare (ORD) and Boston (BOS) or New York (JFK), JetBlue also has a limited time Triple TrueBlue promotion for these cities (c, d). Travelers must become a TrueBlue member before registering, and current TrueBlue members must register before booking to receive these points. There's no limit to the number of times you can earn triple points during the promotional period. More information can be found here: https://trueblue.jetblue.com/web/trueblue/lax-triple or https://trueblue.jetblue.com/web/trueblue/ord-triple.

About Carlson Marketing Worldwide

Carlson Marketing, the world's leading relationship building company, designs and delivers loyalty and engagement programs for some of the world's best known brands across several vertical markets: Airline, Hotel, Auto, Finance/Insurance, Retail, and Consumer Packaged Goods. Carlson Marketing's two global service offerings - Brand Loyalty and Engagement & Events - are supported by six core capabilities: Strategy & Brand Planning; Creative and Communications; Decision Sciences; Award Services; Technology Services and Customer Service. Carlson Marketing - owned by Groupe Aeroplan, a global

leader in loyalty management - employs more than 2,200 marketing professionals across 15 countries.

www.carlsonmarketing.com

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 2010, 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 sixth 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 61 cities with 650 daily flights. New service to Ronal Reagan Washington National Airport in Washington, DC and to Bradley International Airport in Hartford, CT begins in November. 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 blackout dates apply to JetBlue-operated flights only. Blackout dates apply to code share and interline flights.

(b) Offer expires 07/08/10 11:59 p.m. ET. Valid for newly registered TrueBlue members only. Travel must be completed within 60 days of enrollment for one oneway flight segment (connecting flights are one segment) purchased on jetblue.com (not w/ travel certificates or award points); offer not redeemable for cash; points may not be awarded retroactively; offer may not be used in combination with other offers, TrueBlue credits, vouchers, or toward the purchase of a JetBlue Gift Card, already booked flights or changes to already booked flights. Traveler receives award points only upon completion of 2nd qualifying flight segment. Only base airfare for Getaways or Cruise vacation packages eligible for TrueBlue points (not hotels, rental cars or cruises). If Qualifying Air Travel is cancelled/changed outside the eligible travel window, or is not flown, points will not be awarded or will be forfeited.

(c) Valid for TrueBlue members in good standing. Register online for the promotion at https://trueblue.jetblue.com/web/trueblue/lax-triple and purchase online at jetblue.com, prior to 11:59 p.m. ET on 10/31/10. Valid for newly-booked travel between Los Angeles, CA (LAX) and/or New York, NY (JFK) and/or Boston, MA (BOS) between 6/22-10/31/10. Roundtrip purchase not required. Triple TrueBlue points (3 base points x 3 = 9 base points; plus 3 points for booking on jetblue.com; total = 12 points per dollar spent) awarded after travel is completed. Valid for purchase of any JetBlue fare class and may be used more than once. Not applicable to purchases on partner airlines or non-revenue travel including but not limited to travel booked with travel certificates or TrueBlue award flights. Offer is nontransferable, not redeemable for cash, and may not be used in conjunction with other special offers, or toward the purchase of a JetBlue Gift Card, JetBlue Getaways vacation package, previously-booked flight, or change to a previously-booked flight. Changes and cancellations prior to scheduled departure can be made online or over the phone for a $100 fee plus any applicable difference in airfare. Refundable fares that are cancelled and refunded must forfeit triple TrueBlue points.

(d) Valid for TrueBlue members in good standing. Register online for the promotion at https://trueblue.jetblue.com/web/trueblue/ord-triple and purchase online at jetblue.com, prior to 11:59 p.m. ET on 8/31/10. Valid for newly-booked travel between Chicago, IL (ORD) and New York, NY (JFK) and Boston, MA (BOS) between 6/22-8/31/10. Roundtrip purchase not required. Triple TrueBlue points (3 base points x 3 = 9 base points; plus 3 points for booking on jetblue.com; total = 12 points per dollar spent) awarded after travel is completed. Valid for purchase of any JetBlue fare class and may be used more than once. Not applicable to purchases on partner airlines or non-revenue travel including but not limited to travel booked with travel certificates or TrueBlue award flights. Offer is nontransferable, not redeemable for cash, and may not be used in conjunction with other special offers, or toward the purchase of a JetBlue Gift Card, JetBlue Getaways vacation package, previously-booked flight, or change to a previously-booked flight. Changes and cancellations prior to scheduled departure can be made online or over the phone for a $100 fee plus any applicable difference in airfare. Refundable fares that are cancelled and refunded must forfeit triple TrueBlue points.

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