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-- In an industry first, award points can now be earned for every dollar spent when booking discounted vacation packages including airfare plus hotel, cars, airport transfers and other activities --

-- Today through August 31, 2010, TrueBlue members that book a Getaways vacation package will receive three base points plus three bonus points for every dollar spent (a) --

NEW YORK, July 19, 2010 /PRNewswire via COMTEX/ --

Starting today members of JetBlue Airways' (Nasdaq: JBLU) customer loyalty program, TrueBlue, can earn points towards reward travel twice as fast when they book a JetBlue Getaways vacation package. In an industry-first, members who book discounted vacation packages including airfare plus hotel, cars, airport transfers or various activities can earn TrueBlue points for every dollar they spend on an entire vacation package.

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To celebrate, customers booking a new Getaways vacation package today through August 31, 2010 can earn three base points plus three bonus points on every dollar (a).

TrueBlue members booking a JetBlue Getaways vacation package for three or more nights can earn an average of 4,400 points per person, per package. With one-way Award Flights starting at just 5,000 points, customers who purchase a vacation package could be almost half-way to another roundtrip JetBlue flight.

"We are proud to lead the industry with this unique new vacation package point program, giving our loyal members flexible, fast and valuable ways to build up their points balance by rewarding them for every dollar spent," said Grant McCarthy, director of getaways and ancillary travel for JetBlue. "JetBlue built a reputation on giving more to our customers, whether it's more legroom, more free live entertainment or more snacks and drinks - and now, it's an even more rewarding vacation and customer loyalty program! It's another way we're Being True to our members."

JetBlue Getaways offers full vacation packages to 36 U.S. and Caribbean destinations, including: Aruba; Barbados; Bermuda; Cancun, Mexico; Fort Lauderdale and Orlando, Florida; Las Vegas, Nevada; Puerto Rico; Punta Cana, Dominican Republic; San Jose, Costa Rica; and St. Lucia. Customers can book a JetBlue Getaways vacation package by calling 1-800-JETBLUE (538-2583), option 3 or online at www.jetblue.com/vacations/trueblue.

JetBlue's TrueBlue customer loyalty program is based on what customers want: every seat on every flight is available for travel and there are no blackout dates, allowing customers to redeem rewards whenever they want to travel (b). This transparent program is rich and more rewarding for members, who can earn one-way Award Flights starting at just 5,000 points (c).

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

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) Bonus Point offer ends 8/31/10. Members earn 3 TrueBlue Points per dollar spent (excluding taxes and fees) on Getaways packages, plus 3 bonus Points

on bookings made between 7/19/10 - 8/31/10, for a total of 6 Points per dollar spent. TrueBlue program Terms and Conditions apply. Customer is responsible for any government taxes and fees that may apply to Award Travel.

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

(c) 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 Passenger Facility Charges up to $9.00 each way; September 11 Security Fees up to $5.00 per enplanement at a U.S. originating airport; Federal Segment Taxes of $3.70 per domestic segment (a segment is a takeoff and landing); in the case of Puerto Rico and international travel, government fees and taxes up to $127.60; and any other fees, taxes or surcharges applicable to Award travel.

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