JetBlue Airways' All You Can Jet(TM) (#AYCJ(TM)) Pass is Back!

Aug 17, 2010

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-- Get the classic #AYCJ-7 Pass with no day-of-week restrictions for only $699 or grab the new #AYCJ-5, excluding Friday and Sunday travel, for just $499 (a) --

-- Purchase online only at www.jetblue.com/aycj through Aug. 20* --

-- Unlimited travel between Sept. 7 and Oct. 6, 2010 (a) --

NEW YORK, Aug 17, 2010 /PRNewswire via COMTEX/ --

Where would you go if you could All You Can Jet(TM) (#AYCJ(TM)) on JetBlue Airways (Nasdaq: JBLU)? Today through August 20* members of TrueBlue can purchase the classic AYCJ-7 Pass with no day-of-week travel restrictions for $699 (a), or buy the new AYCJ-5 Pass, excluding travel on Fridays and Sundays, for $499 (a). Passes are only available online at www.jetblue.com/aycj. Customers must enroll in TrueBlue, the award-winning airline's customer loyalty program, at www.jetblue.com/trueblue before purchasing a Pass.

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Customers who purchase the popular #AYCJ Pass will have no boundaries - every available seat on every flight between Sept. 7 and Oct. 6 (a) will be available with no blackout dates - to travel to more than 60 international and domestic destinations in JetBlue's route network as often as they like. TrueBlue members will receive 4,200 points with the purchase of the AYCJ-7, or 3,000 points for the AYCJ-5. With one-way Award Flights starting at just 5,000 points, customers who purchase a Pass will be almost half-way to another roundtrip JetBlue flight.

"Last year, our AYCJ Pass inspired customers across our network with the idea of travel without boundaries, whether they set out for more face time with important clients, planned to visit 30 cities in 30 days or lived inside the walls of airport terminals across the country," said Robin Hayes, executive vice president and chief commercial officer for JetBlue Airways. "We look forward to seeing how this year's community of Jetters use the Pass and create memories that will last a lifetime."

Customers may book new travel or make changes or cancellations to #AYCJ reservations online at www.jetblue.com/aycj without a fee up to three days before departure. Changes or cancellations made less than three days before departure will be subject to JetBlue's $50 change/cancel fee. Customers can upgrade to Even More Legroom seats on each flight for as little as $5 extra, depending on the flight. Other terms and conditions apply (a). Additional information is available at www.jetblue.com/aycj.

All #AYCJ travel must be booked between Aug. 23 and Oct. 3 (a). On the first day of booking, Monday, Aug. 23, a welcome email will be sent to all Jetters with exclusive offers from partners including Hertz car rentals and JetBlue Getaways hotel properties, to add to customer savings and enhance the #AYCJ experience. The Pass is inclusive of taxes and fees for all continental U.S. flights. Additional taxes and fees for Puerto Rico and international flights are not included. Customers must be TrueBlue members to take advantage of the Pass, and each #AYCJ Pass purchased is also eligible for TrueBlue points. Enrollment in TrueBlue is simple and free for all customers. For more information about TrueBlue, or to enroll, 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 Ronald 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.

**While supplies last*

*(a) *Passes may be purchased by 8/20/10 or while supplies last. Each Pass includes unlimited coach class air travel for one person on JetBlue-operated flights between any cities in the JetBlue route network. AYCJ-7- "Unlimited Passes" are good for travel 7 days per week; AYCJ-5 "Restricted Passes" exclude travel on Fridays and Sundays. Passes are valid for travel between 9/7/10 and 10/6/10. Each Pass flight must be booked and ticketed at least 3 days prior*

to departure, but no later than 11: 59 PM ET, October 3, 2010. Changes or cancellations of flight bookings made within 3 days prior to the flight's scheduled departure will incur a $50 change/cancel fee. "No shows" for flights will incur a $100 fee, with Pass suspension until fee is paid. Passes may be used only to book new travel and may not be applied to existing reservations. Travel is subject to availability and seats may not be available on all flights. Passes may not be used for code share or interline flights, Getaways packages, Cruises, Gift Cards, or products and services sold separately. Pass does not include taxes and fees applicable to international or Puerto Rico travel; in the case of international travel, government fees and taxes of up to $170.00 each way, and; in the case of Puerto Rico travel, a US Departure/Arrival Tax of $16.10 each way. All taxes and fees must be paid at the time of travel booking. Passenger Facility Charges up to $9.00 each way; September 11th Security Fees up to $2.50 per enplanement at a U.S. originating airport; Federal Segment Taxes of $3.70 per domestic segment are included in cost of your Pass. Passes and Pass travel are non-refundable, non-exchangeable, and non-transferable. An additional fee of $85 applies for each Pass flight for an unaccompanied minor. A second bag fee of $30 applies. Other restrictions apply; see Terms and Conditions for complete details.

SOURCE JetBlue Airways

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