Going Once, Going Twice: JetBlue Airways Auctions Last Remaining Purchasable All You Can Jet(TM) Passes on eBay to Benefit the American Cancer Society

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Bidding now open on eBay for one pair of AYCJ-7, one pair of AYCJ-5 and a single AYCJ-7 pass through Thursday, Aug. 26 at www.ebay.com/aycj -

NEW YORK, Aug 23, 2010 /PRNewswire via COMTEX/ --

Attention all Jetters! JetBlue Airways' (Nasdaq: JBLU) All You Can Jet passes (#AYCJ) for unlimited travel Sept. 7 through Oct. 6, 2010 are now open for bidding on eBay, the world's largest online marketplace, unlocking the airline's 61 destinations across the U.S., Latin America and the Caribbean for uncontrolled exploration. The value airline is listing the #AYCJ passes from 9 a.m. ET today through 9 a.m. ET on Thursday, Aug. 26, with all proceeds to benefit the American Cancer Society. Passes are only available through the charity auction online at http://www.ebay.com/aycj.

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One pair each of AYCJ-7 and AYCJ-5 and one single AYCJ-7 pass are up for bid. Each pair of passes will include Hertz rental car gift certificates and resort accommodations at a select Caribbean island destination. Winners will be notified after each respective auction closes. Last week, the return of JetBlue's popular #AYCJ pass took flight, selling out in a record 60 hours and motivating thousands of customers to explore the possibilities of unlimited travel for 30 days with the classic #AYCJ-7 or the flexible #AYCJ-5 offering for unrestricted travel excluding Fridays and Sundays. All You Can Jet passes sold through the eBay charity auction follow the same guidelines as those purchased through jetblue.com.

All #AYCJ travel must be booked between Aug. 23 and Oct. 3 (a). 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. Bidders 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 everyone. For more information about TrueBlue, or to enroll, visit www.jetblue.com/trueblue.

"We were proud to be the first airline to sell tickets to flights on eBay," said Robin Hayes, executive vice president and chief commercial officer for JetBlue Airways. "The success from our eBay auction in 2008 and the resounding response of last year's All You Can Jet pass made the coupling of the two a natural choice for us. Plus, we welcome any opportunity we get to work with organizations like the American Cancer Society and its vital work with the shared goal of helping those in need."

Charity auctions like this one take place through the eBay Giving Works program, which harnesses the power of eBay's 90 million active community members by empowering them to buy and sell items that support their favorite causes. The program has raised more than $200 million total global funds to date and has hosted high profile charity auctions for celebrities like Warren Buffett, Oprah, Ellen DeGeneres, Isabella Rossellini, and many others.

This fall marks the five-year anniversary of JetBlue Airways' support of the Society's fight against breast cancer through the American Cancer Society Making Strides Against Breast Cancer walk. Since 2005, more than 800 JetBlue crewmembers across the country have raised in excess of $100,000 to help the American Cancer Society realize its vision of a world with less breast cancer and more birthdays.

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) *All You Can Jet passes (#AYCJ) are open for bidding on eBay through 9 a.m. ET 08/26/10. 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 no later than 11:59 pm ET 3 days prior to the flight's scheduled departure. Changes or cancellations of flight bookings made after 11:59 pm ET 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 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. 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; for complete details, please read the Full Terms and Conditions*

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