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-- New York's hometown airline and MasterCard pledge to refund select one way and roundtrip flights taken between December 1-31, 2010 from LaGuardia, Newark or JFK airports if the Jets win the Football Championship in Dallas (a) --

-- To be eligible for a refund, select online bookings must be purchased with a MasterCard card at www.jetblue.com on November 1 or November 2, 2010 (a) --

NEW YORK, Nov. 1, 2010 /PRNewswire via COMTEX/ --

Do you think the New York Jets will win the 2010 Football Championship in Dallas? If the team brings home the trophy, customers of JetBlue Airways (Nasdaq: JBLU) and MasterCard will score a free touchdown on the hometown airline if they travel from select New York metro airports this December. MasterCard and JetBlue have pledged to refund select one-way and roundtrip flight purchases booked at www.jetblue.com on November 1 or November 2, 2010 using a MasterCard card (a). Flights must originate from LaGuardia, Newark or John F. Kennedy (JFK) airports and travel must be completed between December 1 - December 31, 2010. For more information visit www.jetblue.com/jets.

"We are excited to partner with MasterCard to bring this fun promotion to New York's passionate fans," said Robin Hayes, chief commercial officer for JetBlue Airways. "We look forward to rewarding our customers with a free touchdown this February! Throughout the football season, all JetBlue travelers can stretch out their legs with our bonus legroom, where they'll never have to miss a game with up to 14 free, live channels of DIRECTV's NFL SUNDAY TICKET(TM) on personal seatback screens, including all of the pre-and post-game action."

"MasterCard Worldwide is always seeking opportunities to provide additional benefits that cater to the interests of our cardholders," said Chris McWilton, President, U.S. Markets, MasterCard Worldwide. "We are pleased to be selected as the payments partner for this exciting promotion and to team up with two iconic brands, JetBlue and the New York Jets. This new promotion will further strengthen JetBlue's customer relationships and support the hometown team where the airline first took flight."

JetBlue recently turned its classic blue livery from blue to green with its first specially painted Airbus A320 aircraft in honor of the New York Jets on its turf at Hangar 81 at JFK. The newly branded aircraft was revealed by CEO Dave Barger and NY Jets Chairman and CEO Woody Johnson, together with Curtis Martin, Emerson Boozer and other Jets alumni players, the Jets Flight Crew and hundreds of the airline's crewmembers. Images of the new livery design can be seen on JetBlue's blog at http://blog.hellojetblue.com.

Customers enjoy JetBlue's award-winning customer service and in-flight experience, which offers more comfort with all-leather seating and the most legroom in coach of any U.S. airline (b) and more free live entertainment with 36 channels of DIRECTV(R) programming and more than 100 channels of XM Satellite Radio(R). Fans flying JetBlue from September 26, 2010 to January 2, 2011 won't miss a minute of football action when traveling on the value airline to more than 50 destinations across the U.S. The airline also recently added DIRECTV's NFL SUNDAY TICKET(TM), the world's most popular video service's exclusive sports subscription package, to its free, live programming lineup (c) offering customers access to up to 14 games every Sunday between 12 - 8 p.m. throughout the regular NFL season.

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 offers the most legroom in coach of any U.S. airline (based on average fleet-wide seat pitch) and super-spacious Even More Legroom seats. 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 600 daily flights. New service to Ronald Reagan Washington National Airport in Washington, DC and to Bradley International Airport in Hartford, CT begins in November. The airline also intends to serve Providenciales, Turks & Caicos Islands in February 2011, subject to receipt of government approval. 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. Restrictions apply. For more information and Official Rules visit www.jetblue.com/jets.

(b) JetBlue offers the most legroom in coach, based on average fleet-wide seat pitch for U.S. airlines.

(c) Live satellite TV and radio programming is not available on flights outside the continental U.S.

SOURCE JetBlue Airways

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