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-- The program, which relaunched a year ago, now has more than 8 million members --

-- Customers can enter the "TrueBlue Birthday Sweepstakes" for the chance to win one of several amazing great prizes (a) --

NEW YORK, Nov. 10, 2010 /PRNewswire via COMTEX/ --

JetBlue Airways (Nasdaq: JBLU) is happy to commemorate TrueBlue's first birthday with a big celebration. Customers can enter the online "TrueBlue Birthday Sweepstakes" for the chance to win one of several great prizes. The celebration will also continue at JetBlue's JFK Terminal 5, where JetBlue crewmembers will be offering up prizes to travelers. The TrueBlue program was completely revamped a year ago based on customer feedback. To date, it boasts more than 8 million members, with enrollment up 50% compared to last year.

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Customers can join the "TrueBlue Birthday Sweepstakes" at www.jetblue.com. The Grand Prize is one million TrueBlue points, compliments of the JetBlue Card from American Express. The Second Prize is a four-night JetBlue Getaways package for up to four people at the all-inclusive Almond Beach Club Resort in Barbados. The Third Prize is a two-night JetBlue Getaways package for up to two people at the Fontainebleau in Miami Beach. TrueBlue partner prizes include a five-night stay at any Waldorf Astoria Hotel worldwide, $250 Hertz gift certificates and $100 FTD gift certificates.

"We are delighted to celebrate TrueBlue's success, a year after redesigning it from the top down based on their feedback," said David Canty, director loyalty & partnerships at JetBlue. "We're excited for continued enhancements coming to the program as we continue to be true to our customers and deliver a program tailored on their needs, with no blackout dates, every seat availability and best of all, our award-winning service."

TrueBlue's success, after one year, has been possible thanks to JetBlue's customers, as the program was redesigned based on their feedback. Now, there are no blackout dates, so customers can redeem their points for any seat on any flight (b) and one-way Award Flights start at only 5,000 points (c).

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 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 operating authority. 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 or payment of money necessary to enter or win this sweepstakes. A purchase or payment will not increase your chances of winning..Sweepstakes open to legal residents of the 50 United States and the District of Columbia, aged 18 years or older who are members of JetBlue Airways' TrueBlue program at the time of entry. Odds of winning depend on the number of eligible entries received. Limit one (1) Entry per person/per valid email address/per TrueBlue account. Void where prohibited. Sweepstakes ends 11/30/10. See Official Rules at jetblue.com/birthday for complete details and entry instructions. Sponsor: JetBlue Airways, 118-29 Queens Blvd., Forest Hills, NY 11375.

(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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