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Customers rewarded with TrueBlue points and special discounts for checking in using Facebook Places -

NEW YORK, Jan. 24, 2011 /PRNewswire via COMTEX/ --

JetBlue Airways (Nasdaq: JBLU) unveils Go Places on Facebook, a unique application that rewards customers with TrueBlue points and special discounts so they can earn free trips faster. Customers will be able to rack up points and deals starting today and up to March 1, 2011. This is the first of many customer-driven promotions that JetBlue has planned for 2011 on Facebook Places.

(Logo: http://photos.prnewswire.com/prnh/20090217/NY71475LOGO-b)

To participate in Go Places, TrueBlue members must first register atwww.facebook.com/jetblue and grant permissions for the application. Customers can learn more about TrueBlue, JetBlue's customer loyalty program, and enroll for free at www.jetblue.com/trueblue.

For each check-in at an official JetBlue airport location via Facebook Places, 25 TrueBlue points will be awarded. Customers who tag a friend they're traveling with will also unlock a special badge. Furthermore, the first 100 customers to check in at Boston's Logan International, Ft. Lauderdale-Hollywood International, Long Beach, New York's John F. Kennedy International or Orlando International airport locations will receive 100 TrueBlue points.

"We know our customers like to stay connected with their friends and keep 'tabs' on them," said David Canty, director of loyalty marketing at JetBlue. "With this unique new promotion not only will they be able to, they will also be rewarded for it with TrueBlue points and other great offers!"

Go Places is the first location-based social media application to provide incremental airline reward points to customers for check-ins exclusively through Facebook Places. Unlike many apps, Go Places will allow JetBlue customers to earn real rewards because it is directly tied to the TrueBlue loyalty program. Additionally, people can simply check-in with their mobile phone using the Facebook mobile application and Go Places will automatically deliver virtual badges and credit their TrueBlue points. There is no need to download a separate mobile application. JetBlue is the first airline to standardize official place Pages for their terminals enabling people to check-in and share their travel plans virtually with friends, proudly displaying unique Go Places badges unlocked on their adventures.

"We're excited to help JetBlue pioneer this technology and develop an application that directly links evangelistic behavior with real rewards and offers," said Jamie Tedford, CEO at Brand Networks. "Many companies are talking about 'social CRM'; JetBlue is actually delivering it to their loyal and frequent customers."

JetBlue's Go Places application is powered by "GO," Brand Networks' new promotions platform leveraging Facebook Places. GO is the newest offering from Brand Networks, a leading Social Solutions company and Facebook Preferred Developer Consultant. GO enables brand marketers to deliver customized location-based promotions leveraging Facebook Places.

About Brand Networks

Brand Networks is a leading Social Solutions company headquartered in Boston. Their clients include Sperry Top-Sider, Warner Brothers, and Monster.com to name a few. They are proud to have been named a "Preferred Developer Consultant" by Facebook.

By traditional definitions, Brand Networks is equal parts strategic consultancy, creative boutique, software development shop, and media agency. Brand Networks helps clients recruit, engage and reward networks of fans, friends and followers through social media. In addition to it's new "GO" offering, Brand Networks' other Social Solutions include: Social Pix, Social Slideshow, Social Screening, Social Survey, and Social Quiz.

About JetBlue Airways

New York-based JetBlue Airways has created a new airline category based on value, service and style. In 2010, the carrier 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 63 cities with more than 600 daily flights. The airline intends to begin service to Providenciales, Turks & Caicos Islands, Anchorage, Alaska, and Martha's Vineyard in 2011. 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) The JetBlue Go Places Facebook Places Incentive Program (the "Program") is offered by JetBlue Airways Corporation ("JetBlue") and is not sponsored or endorsed by Facebook. By participating in the Program, you agree to be bound by the following Terms and Conditions ("Terms") that JetBlue may change

from time to time. You are responsible for periodically visiting this site to view any changes. General: JetBlue reserves the right to terminate the Program without notice for any reason. Membership/Participation Requirements: People who are using the Facebook Places platform may register for the Program in order to earn JetBlue TrueBlue points. The Program may be accessed through Facebook's "Places" program from Facebook Mobile applications or at www.touch.facebook.com on your mobile device. For more information about Facebook Places, visit www.facebook.com/places. To earn JetBlue TrueBlue points, you must have a valid TrueBlue membership account. TrueBlue points are subject to the Terms and Conditions found at https://trueblue.jetblue.com/web/trueblue/home. JetBlue employees are not eligible to participate in the Program or future Go Places promotions. Facebook(R) is a registered trademark of Facebook Inc.

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