

JetBlue Means Business with the Introduction of 'BluePass,' Delivering Three Months of Unlimited Travel for Boston and L.A./Long Beach Customers

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- Full flexibility given to business travelers on the fly, including 0-day advance purchase, no change or cancel fees and no blackout dates -

- Three BluePass options including the Boston All, Boston Select and Long Beach Select are on sale today at www.jetblue.com/bluepass for travel Aug. 22 - Nov. 22, 2011 (a) -

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In another domestic-industry first, JetBlue Airways (Nasdaq: JBLU) today introduces BluePass: a three month, unlimited travel option for business customers on flights to select markets from Boston Logan International Airport (BOS) or Long Beach Airport (LGB) between Aug. 22 and Nov. 22, 2011 (a). Today through August 31, one of three customized BluePass options - Boston All, Boston Select, or Long Beach Select - can be purchased at www.jetblue.com/bluepass, allowing customers to select the pass that best suits their travel needs.

(Logo: <http://photos.prnewswire.com/prnh/20110404/NY76997LOGO>)

"JetBlue is pleased to offer this valuable, flexible and convenient unlimited pass to meet the high-frequency travel needs of a variety of customers, no matter what their business plans entail," said Dennis Corrigan, vice president of sales and revenue management for JetBlue. "We are the largest carrier in both Boston and Long Beach, and we have built a solid network of key destinations and high frequencies in these markets. We are committed to constantly re-inventing the travel experience to create unique and relevant experiences for our customers."

All travel bookings must be made online by visiting www.jetblue.com/bluepass. BluePass flights will be available for booking starting Aug. 15, 2011. BluePass options include the:

Long Beach Select (\$1299) for travel between LGB and nine intra-West markets, including: Austin, Texas; Chicago, Ill.; Las Vegas, Nev.; Oakland, Sacramento or San Francisco, Calif.; Portland, Ore.; Salt Lake City, Utah; and Seattle, Wash.

Boston Select (\$1499) to 13 select Northeast markets served by JetBlue from Logan, including: Baltimore, Md.; Bermuda; Buffalo, N.Y.; Chicago, Ill.; Jacksonville, Fla.; New York/John F. Kennedy; Newark, N.J.; Pittsburgh, Pa.; Charlotte or Raleigh/Durham, N.C.; Richmond, Va.; Washington, D.C. (Dulles or Ronald Reagan National).

Boston All (\$1999) for travel to/from BOS to 32 cities served nonstop on JetBlue, as well as 22 additional destinations via connecting service at New York's John F. Kennedy, Orlando International or Fort Lauderdale/Hollywood International airports.

Customers must be a registered TrueBlue member to take advantage of the pass. For more information about TrueBlue, or to register to become a member, visit www.jetblue.com/trueblue. Each BluePass purchased is also eligible for TrueBlue points from the airline's customer loyalty program, including 12,000 points for the Boston All; 9,000 points for the Boston Select; and 8,500 points for the Long Beach Select.

All BluePass holders will have access to every available seat on every flight with no blackout dates, and can book travel up to 90 minutes prior to departure. Changes or cancellations to previous BluePass reservations can be made without penalty, and business customers can enjoy complimentary confirmed same-day changes on the day of booked departures. The airline has also introduced a relaxed no-show policy for the BluePass, initiating a \$100 charge only when the customer no-shows for a scheduled flight twice in a seven-day period.

Since launching service in Boston in 2004, JetBlue has added an average of five new destinations per year, and by December 2011 the airline plans to offer non-stop service to 43 destinations across the country and throughout the Caribbean and Mexico. No single airline has ever served as many destinations in Logan International Airport in its entire history. The growing airline also announced a seasonal flight to St. Thomas in the U.S. Virgin Islands, starting this winter.

From Long Beach Airport, JetBlue offers 30 daily flights to Anchorage, Alaska; Austin, Texas; Boston; Chicago (O'Hare); Las Vegas; New York (JFK); Portland, Ore.; Salt Lake City; Seattle; and Washington (Dulles), as well as frequent intra-California service to Oakland, Sacramento and San Francisco.

For an additional charge, customers traveling on a BluePass can also select Even More Space for each segment booked, including early boarding and early access to overhead bin space as well as a spacious seat with extra legroom in rows 1 - 5 plus emergency exit rows 10 and 11 on the A320, and in row 1 and

the emergency exit row 12 of the E190. In 15 select JetBlue markets, the purchase of Even More Space is also coupled with Even More Speed, giving customers access to expedited security in 15 select JetBlue airports. The price of Even More Space varies and starts as low as \$10 for short-haul flights.

About JetBlue Airways

JetBlue is New York's Hometown Airline(TM) with other focus cities in Boston, Fort Lauderdale, Los Angeles, and Orlando. 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 as well as super-spacious Even More Space 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 66 cities with 700 daily flights and later this year plans to introduce service to St. Croix and St. Thomas in the U.S. Virgin Islands as well as La Romana, Dominican Republic and Liberia, Costa Rica, subject to 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) The JetBlue BluePass ("BluePass") includes air travel (excluding applicable taxes and fees) for one person named on the BluePass ("You" or "Your") on certain JetBlue-operated flights in the JetBlue route network. Flights are limited based on the type of BluePass purchased. Travel may be booked using the BluePass between 08/15/2011- 11/22/2011. The BluePass may be used to book flights commencing between 12:01 am local time on 08/22/2011 and 11:59 p.m. local time on 11/22/2011. Travel can be booked and ticketed up to 90 minutes prior to departure, subject to availability, but travel must commence no later than 11: 59 p.m. local time, November 22nd, 2011. Only one BluePass per customer, regardless of type. Please review these Terms for complete information about the BluePass. Taxes and Fees will apply for all flights booked using the BluePass.

SOURCE JetBlue Airways