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-- Stressed about asking for time off? The new JetBlue Getaways Granter can help -
-- JetBlue Getaways breaks the ice with a custom Facebook application designed to serenade bosses everywhere into approving well-earned vacation time --

NEW YORK, Nov. 14, 2011 /PRNewswire via COMTEX/ --

We're increasingly working after hours, but how many people are taking advantage of their vacation days to truly get away? A recent Harris Interactive study conducted on behalf of JetBlue Airways (Nasdaq: JBLU) found that 57 percent of working Americans will have unused vacation time at the end of the year, and most of them will leave an average of 11 days on the table - or nearly 70 percent of their allotted time off. The survey also showed that while more than 60 percent of those with vacation days believe they deserve to take their time off, 39 percent report having reservations about asking their boss for a vacation.

(Logo: http://photos.prnewswire.com/prnh/20111020/NY90559LOGO)

To alleviate this anxiety and help customers take the vacation time they've earned, JetBlue Getaways, the airline's comprehensive vacation package product, today introduces the "Getaways Granter": an interactive Facebook application on JetBlue's page designed to break the ice with bosses everywhere by serenading them with a custom video request for vacation approval.

"We were surprised to learn that almost a third of American workers feel guilty, nervous or stressed when asking for a day off of work," said Grant McCarthy, director of JetBlue Getaways. "Whether outdoor wrangling, island hopping, or romantic retreating, JetBlue Getaways wants to help people make the most out of their unused vacation days. We believe people deserve their vacations, so much so that we will go out and ask their boss for them."

With the new Getaways Granter, JetBlue will take the edge off of requesting vacation days by allowing fans to plug in their desired number of days off before choosing from four destination themes to suit their getaway needs. They can even upload a photo of their supervisor to be featured in the video, crooning bosses everywhere into letting employees take their much-needed getaway.

Whether employees are hesitant to ask for time, apprehensive about having colleagues cover their work, or don't have anyone available to cover assignments, the online survey of 1,118 working Americans further showed that 41 percent of those who do take vacation time take at least a week off at a time, which isn't surprising since the average working person reports needing at least six consecutive days to truly unwind. And when it comes to planning a vacation, almost half (47%) of those surveyed are interested in comprehensive, cost-saving packages for flight, hotel and car rental.

JetBlue Getaways offers customers complete vacation packages that deliver just that. With the Best Price Guarantee, customers are guaranteed the lowest airfare on available flights. JetBlue Getaways customers also have access to 24/7 travel support and Concierge On Call to answer questions, make recommendations, dinner reservations, tee-times and more. Members of JetBlue's customer loyalty program, TrueBlue, can also earn six points for every dollar spent on vacation packages, earning reward travel twice as fast.

(1) Among those who receive vacation days from their company

Survey Methodology
This survey was conducted online within the United States by Harris Interactive on behalf of JetBlue Airways from September 27-29, 2011 among 2,226 adults aged 18 or older, of which 1,118 adults were employed either full or part time. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables, please contact Jaclyn Bailey at 617-226-9922.

About Harris Interactive
Harris Interactive is one of the world's leading custom market research firms, leveraging research, technology, and business acumen to transform relevant insight into actionable foresight. Known widely for the Harris Poll and for pioneering innovative research methodologies, Harris offers expertise in a wide range of industries including healthcare, technology, public affairs, energy, telecommunications, financial services, insurance, media, retail, restaurant, and consumer package goods. Serving clients in over 215 countries and territories through our North American and European offices and a network of independent market research firms, Harris specializes in delivering research solutions that help us - and our clients - stay ahead of what's next. For more information, please visit www.harrisinteractive.com.

About JetBlue Airways

New York-basedJetBlue Airways has created a new airline category based on value, service and style. 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 66 cities with 650 daily flights. Later this year, JetBlue plans to introduce service to St. Thomas and St. Croix, in the U.S. Virgin Islands, La Romana, Dominican Republic as well as Liberia, Costa Rica. 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, 1-801-365-2583, or visit www.jetblue.com.

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