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-- First-ever live, online game show hosted by Mark Hammerberg (a) launches today; real people playing in real-time to win one of 25 real JetBlue Getaways vacation packages (b) --

-- Five daily episodes to air live from a New York studio June 18 through June 22 at jetblue.com/getawaywithit; first live streaming game show with contestants who appear via Skype --

NEW YORK, June 18, 2012 /PRNewswire via COMTEX/ --JetBlue Airways' (Nasdaq: JBLU) mustache you a question: do you have what it takes to *Get Away With It?* Starting today, JetBlue Getaways, the airline's vacation program, is launching *Get Away With It*, the world's first-ever live, online game show hosted by mustache-adorned Mark Hammerberg and the first live streaming game show with contestants who appear via Skype. Five episodes of the quiz-based game show will air live daily from June 18 through June 22, 2012, as Hammerberg drops the hammer with his humor and kitsch on travel enthusiasts vying to win one of 25 complete JetBlue Getaways vacation packages and prizes in real-time.

(Photo: http://photos.prnewswire.com/prnh/20120618/NY25894)
(Logo: http://photos.prnewswire.com/prnh/20110120/NY32545LOGO)

Selected contestants per episode will compete in each game virtually via Skype while the host with the most conducts the show live from New York City, in a studio outfitted with plasma screens where the contestants appear before him. One winner per episode can win a getaway to the sandy beaches of Mexico or the turquoise waters of Turks and Caicos, among other desirable destinations. Viewers can tune in to watch the live streaming games from their computers, smart phones or tablets at jetblue.com/getawaywithit. Episodes air daily at 10 a.m., 12 p.m., 3 p.m., 5 p.m. and 7 p.m. ET.

"For those who've always dreamt of being a contestant on a game show, we're giving them the chance to be in the spotlight -- all from the comfort of their own home," said Grant McCarthy, JetBlue's director getaways and ancillary travel. "Our 21st Century digital take on the classic American TV staple challenges contestants' trivia chops, while showcasing our JetBlue Getaways vacation product, including Best Price Guarantee and 24/7 travel support with our Concierge on Call, among other benefits."

Game shows are a nostalgic Americana treasure and *Get Away With It* gives this American classic a new digital twist. Previously, fans were limited to simply watching their favorite game shows from their living rooms. This modern day spin gives anyone with access to a computer a chance to play. Individuals over the age of 18 from across the United States can apply to put their smarts to the test with general knowledge trivia questions.

To play off of the age-old rivalry between Boston and New York, where JetBlue is the largest domestic carrier in terms of seats in and out of New York's John F. Kennedy and Boston's Logan airports, the airline with a sense of humor is also bringing the game show to the streets, challenging consumers to a city vs. city trivia battle. An interactive storefront at 303 Park Avenue in New York City, an interactive pod at Copley Square in Boston, and video screens in five bus shelters throughout Boston will verbally beckon passersby for on-the-street gaming.

For those who miss the live game show, there will still be a chance to interact with a sweepstakes version of *Get Away With It* June 23 through July 10 at www.jetblue.com/getawaywithit. *Get Away With It* fans can play daily for a chance to win up to $250 toward a JetBlue Getaways vacation package (c). Viewers returning to jetblue.com/getawaywithit during this time can also relive the fun with repeat episodes of the live action and a highlight reel.

About JetBlue Getaways

JetBlue Getaways product includes the Best Price Guarantee, offering the lowest available price on complete vacation packages including air, hotel, wheels, and more (d), and an exclusive 24-hour support desk,. Members of the airline's customer loyalty program, TrueBlue, can also earn six points for every dollar spent on vacation packages (e), earning reward travel twice as fast. JetBlue Getaways customers also have access to 24/7 travel support and Concierge On Call to answer questions, resolve issues and make recommendations, dinner reservations, tee times and more. JetBlue Getaways offers vacation packages across 66 destinations throughout the U.S., Mexico, Latin America and the Caribbean. More information can be found at www.jetblue.com/vacations.

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 (based on average fleet-wide seat pitch) 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 71 cities with 750 daily flights. 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 airline conducted extensive research to validate the claim that "Get Away With It" is the very first live, online game show hosted by Mark Hammerberg. We can confirm that no other game show in the history of games or shows has ever touted a host by the name of Mark Hammerberg, played by Long Island-based actor Jim Conroy.

*(b) NO PURCHASE NECESSARY. ONLY OPEN TO LEGAL RESIDENTS OF THE 50 UNITED STATES & D.C., 18 YEARS AND OLDER who did not purchase any equipment OR SERVICE for purposes of entering the Contest. VOID WHERE PROHIBITED. Sign up by: 6/22/12 at 5:00 p.m. ET. *Selected entrants play starting 6/18/12. For Official Rules and prize descriptions, visit www.jetblue.com/getawaywithit. Sponsor: JetBlue Airways Corporation, 27-01 Queens Plaza North, Long Island City, New York 11101.*

(c) Enter for a chance to win. NO PURCHASE NECESSARY. Ends 7/14/12.To enter and for Official Rules, visit www.jetblue.com/getawaywithit.

(d) Terms apply. See http://www.jetblue.com/vacations/best-price/for details.

(e) Points will be earned on the base price (air + hotel) of the package and on the base price of any car rental and activities purchased at the time of booking. Points will not be earned on government taxes/fees, travel insurance, or other fees or charges (e.g., change/cancel fees, activities added after booking, food, airport transfers, etc.) Additional restrictions apply. See TrueBlue Program Terms and Conditions for details.

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