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Loyalty has its benefits; customers can now earn one TrueBlue point for every $1 spent on room accommodations at Royal Towers, Coral Towers, Beach Tower, The Reef Atlantic and The Cove Atlantis (a) --

PARADISE ISLAND, The Bahamas, June 26, 2012 /PRNewswire via COMTEX/ --JetBlue Airways (Nasdaq: JBLU), the airline that's tops in customer service, and Atlantis, Paradise Island and The Cove Atlantis resorts, two of the top destination resorts in the world, today announced a strategic partnership. The alliance benefits both members of the airline's TrueBlue customer loyalty program and visitors to Atlantis. While playing in the sands at this tropical paradise, customers can also earn TrueBlue points, good for any seat, any time with no black out dates.

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

As the latest addition to JetBlue's friendly TrueBlue customer loyalty rewards program, guests to Atlantis, Paradise Island and The Cove Atlantis can now earn one TrueBlue point for every $1 spent on the base room rate accommodations at any of Atlantis' five lodging options, including the chic Cove Atlantis and the luxurious condo-style resort, The Reef Atlantis, as well as Beach Tower, Royal Tower and Coral Towers (a). Guests can easily take advantage of the new partnership by providing their TrueBlue account number when reserving a room directly with Atlantis at 1-800-Atlantis or by visiting the partnership websites at http://thecoveatlantis.com/trueblue/ or http://atlantis.com/trueblue.

"What's better than a partnership made in paradise? JetBlue is excited to team up with Atlantis to offer another great option for TrueBlue customers to earn points for future travel," said David Canty, director, loyalty marketing for JetBlue. "As any travel fan would attest to, it's easy to daydream about the next great vacation even while enjoying the current one! Customers can now relax in the luxurious Caribbean getaway while earning points for their next one."

TrueBlue, JetBlue's customer loyalty program, is free to join and includes the ability to use points for any seat on any JetBlue operated flight and with no blackout dates. Points do not expire if you fly JetBlue or use your JetBlue Card by American Express at least once every twelve months. Additional information about TrueBlue and registration can be found at https://trueblue.jetblue.com/.

"Partnering with JetBlue's TrueBlue program offers our guests yet another great incentive to visit Atlantis," said George Markantonis, president and managing director of Kerzner International Bahamas. "JetBlue is a strong partner to Atlantis by providing direct air travel to guests in key markets."

To celebrate the partnership, Atlantis has kicked-off the partnership with a two-week long promotion at JetBlue's innovative Terminal 5 (T5) at New York's John F. Kennedy International Airport. This mobile experience will take place from June 23 - July 6, 2012 in the Marketplace at T5 and will include a lounge mimicking The Cove Atlantis, an interactive photo booth and more. Additionally, Atlantis will provide beach-themed merchandise including sunglasses, beach bags, headphones and more. Customers flying from JetBlue's Terminal 5 are encouraged to visit the lounge for giveaways and to enter for a chance to win an Atlantis trip getaway and daily prizes via Facebook.com/AtlantisResort and Twitter @AtlantisResort.

JetBlue currently offers multiple daily departures to Nassau, Bahamas from New York's Boston, Fort Lauderdale, JFK, Orlando and Westchester County. The relationship between The Bahamas and JetBlue enables travelers to enjoy the culture, cuisine and clear waters of this island paradise.

For Atlantis reservations, please call 1-800-Atlantis or visit http://thecoveatlantis.com/trueblue/ or http://atlantis.com/trueblue. To enroll in TrueBlue or to learn more about the program, visit www.jetblue.com/trueblue.

About Atlantis, Paradise Island resort, The Bahamas

Atlantis, Paradise Island is the flagship resort of Kerzner International, a leading international developer and operator of destination resorts, casinos and luxury hotels. This unique, ocean-themed destination is located on Paradise Island, The Bahamas, and features a variety of accommodations, all built around a 141-acre waterscape comprised of over 20 million gallons of fresh and saltwater lagoons, pools and habitats. Atlantis is home to Aquaventure, a non-stop water experience consisting of thrilling water slides, a mile-long river ride with high intensity rapids and wave surges, and never-before-seen special effects. The Cove Atlantis, a 600-room resort, features, spectacular designs by acclaimed interior architects Jeffrey Beers and David Rockwell, unprecedented services and amenities, private all-adult pools, lavish cabanas and breathtaking views of the ocean with a collection of restaurants from world-renowned chefs including Nobu Matsuhisa, Jean-Georges Vongerichten and Bobby Flay. The resort boasts an impressive collection of luxury boutiques and shops, and the largest casino, in The Caribbean.

For further information about Atlantis, Paradise Island; telephone 954-809-2000, or visit Atlantis.com. For reservations, call your travel agent or 800-ATLANTIS.

Both low and high resolution color photography of Atlantis, Paradise Island is available at news.atlantis.com. If you are new user to this site, please

complete the online registration to be granted access to the online newsroom.

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 call +1 800-538-2583, TTY/TDD +1 800-336-5530, or visit www.jetblue.com.

(a) Terms&Conditions

TrueBlue members will earn 1 TrueBlue point per $1 spent on the gross base room payment only (excluding gratuities, levies, taxes, fees and all other payments) at the following Atlantis properties: Royal Towers, Coral Towers, Beach Tower, The Reef Atlantis and The Cove Atlantis. Points will not be earned on ancillary on-property spend, room upgrades made at the resort, dining charges, resort fees or any other payments. Points will be earned only on reservations booked by the customer directly through the Atlantis, Paradise Island Reservations Office at publicly available rates. A customer must provide a valid TrueBlue account number upon making initial booking; membership number will not be added to a reservation at the resort. The name and TrueBlue number provided must exactly match those listed in the TrueBlue account. Offer valid for new bookings only for up to two rooms per stay if the two rooms are reserved on the same booking and paid for together. Points will be awarded to one lead person, per booking. The following reservations are not eligible to earn points: reservations made via a Travel Agent or individual Wholesale/Tour Operator other than the Atlantis Paradise Island Reservations Office; reservations for airline crew, travel industry employee, government, casino, Atlantis employee or other discounted rates; group bookings; reservations associated with conference or incentives events or banquets; reservations made with gift vouchers or other non-monetary payment; or any reservations for special rates or reservations not made directly by the customer through the Atlantis Paradise Island Reservations Office. Offer has no cash value, may not be redeemed for cash, and may not be combined with any other special offers. Offer subject to change or cancellation without notice. TrueBlue points will be awarded 4 to 6 weeks after travel is completed. TrueBlue Terms and Conditions and additional restrictions apply.

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