JetBlue Takes Loyalty to New Heights with Introduction of TrueBlue Mosaic(TM)

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-- The airline to reward its most frequent flyers with even more benefits including Even More Speed, a free second checked bag, dedicated 24-hour customer service line, bonus points and more -

-- Special introductory gift of six free Even More(TM) Space seats for TrueBlue members earning the Mosaic badge in 2012 (a) --

NEW YORK, July, 23, 2012 /PRNewswire via COMTEX/ --JetBlue Airways (Nasdaq: JBLU), the airline that loves to give back, today introduces TrueBlue Mosaic, an enhancement to the carrier's existing customer loyalty program that will add even more value for its most frequent flyers. Officially launching this fall 2012, TrueBlue Mosaic members will automatically receive:

- Free second checked bag for everyone flying on the member's reservation (b)
- Free Even More(TM) Speed, providing expedited security at 36 airports for everyone flying on the member's reservation
- Early boarding with early access to overhead bin space for everyone flying on the member's reservation
- Ability to use TrueBlue points to purchase Even More(TM) Space seats for extra legroom
- Access to a dedicated 24/7 customer service line
- Three Bonus TrueBlue points per dollar spent for a total of nine points per dollar when booking on jetblue.com (c)

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

Existing members of TrueBlue, JetBlue's loyalty program, will be automatically upgraded to TrueBlue Mosaic if they have earned 15,000 base flight points or completed 30 flight segments and have earned at least 12,000 base flight points in a calendar year. Current TrueBlue members eligible for TrueBlue Mosaic will be notified and automatically enrolled in the program this fall. To learn more, visit: www.jetblue.com/mosaic.

To celebrate the launch of Mosaic and show appreciation for its most frequent longstanding customers, JetBlue is rolling out a special introductory gift of six free Even More(TM) Space seats for TrueBlue members earning the Mosaic badge in 2012. Even More(TM) Space gives customers additional room to stretch out and relax, plus early boarding and early access to overhead bins.

"We've applied a fresh approach to member recognition with the introduction of TrueBlue Mosaic, offering those who fly with us the most increased ease of travel, while still maintaining excellence in product and service for all," said Dave Canty, JetBlue's director of loyalty marketing. "Whether traveling for business, pleasure, or anything in between, our new Mosaic members will receive more value, more services and even more extras; our way of saying 'thank you' for choosing to fly with us time and again."

Mosaic, named after one of JetBlue's acclaimed tailfin designs, is an apt choice for the new loyalty nomenclature and a departure from the existing, traditional tiered loyalty programs. Mosaic describes the way in which the airline views its diverse customer base, as people from all different walks of life and traveling for different reasons - business, vacation, visiting friends and family - with the opportunity for all to benefit in the same way when they book JetBlue as their airline of choice. TrueBlue Mosaic customers will receive all the great benefits that already come with flying JetBlue, including plenty of room to stretch out, free snacks, 140 channels of free entertainment programming, and the best service in class.

"The ability to skip the security line, check a second bag for free, earn extra bonus points on every dollar spent, or reach a dedicated customer service line, will save time for business travelers with tight schedules, reduce hassle for parents flying with kids, and put money back in everyone's wallets," Canty added.

TrueBlue, JetBlue's loyalty program, is free to join and includes the ability to use points for any seat on any JetBlue operated flight, no blackout dates (d). One way Award Flights are available starting at just 5,000 points and $2.50 taxes/fees (e). Additional information about TrueBlue and how to register can be found at https://trueblue.jetblue.com.

About JetBlue Airways

New York-based JetBlue 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 71 cities with 800 daily flights. Later this year, JetBlue plans to introduce service to Cartagena, Colombia; Grand Cayman, Cayman Islands; Providence, Rhode Island; and Samana, Dominican Republic, 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, 1-801-365-2583, or visit www.jetblue.com.

(a) Valid for JetBlue flights booked and flown before 12/31/13 (11:59 PM ET). Ticket costs and other fees not included. To redeem, you must book a flight

and then call the dedicated Mosaic customer service line at least 24 hours prior to scheduled departure and provide your name, TrueBlue number, and reservation number. Purchased Even More Space (EMS) seats cannot be refunded/exchanged for EMS seats from this offer. You may use valid EMS seats for travelers on your flight booking; qualified Mosaic member must request the EMS assignment. Offer not valid in connection with JetBlue Getaways or any other product/service; not redeemable for cash and has no cash value. Add'l restrictions apply. See www.jetblue.com/legal for details.

(b) Weight and size limits apply. Bag fees may apply to itineraries including flights marketed or operated by other airlines.

(c) TrueBlue members earn three (3) TrueBlue points per dollar spent on their individual JetBlue flights, plus three (3) bonus points per dollar for flights booked on jetblue.com, for a total of six (6) TrueBlue points per dollar. TrueBlue Mosaic members will earn six (6) TrueBlue points per eligible dollar spent on their individual JetBlue flight, plus three (3) bonus points per dollar for flights booked on jetblue.com, for a total of nine (9) TrueBlue points per dollar. Points will be earned on the base fare of the flight only. Points will not be earned on government taxes/fees, travel insurance, or other fees or charges (e.g., change/cancel fees, etc.) TrueBlue Terms and Conditions apply.

(d) All seats on JetBlue flights are available for booking using TrueBlue points. Even More Space seats are also available for the standard fee; TrueBlue Mosaic members may purchase Even More Space seats using the specified number of TrueBlue points required for the particular flight. No blackout dates apply to JetBlue operated flights. Blackout dates may apply to code share, interline, and partner flights.(e)

(e) Certain flights require more points and higher government taxes/fees to redeem award travel. The number of points required for a particular flight is based on the published base fare at the time of booking, which depends on, among other things, the flight chosen and applicability of peak travel periods. Taxes and fees apply to award flights, are the responsibility of the passenger, and will vary based on your departure and destination cities. For domestic award flights, taxes/fees range from $2.50-$5.00 for one-way and $5.00-$10.00 for roundtrip flights. For international award flights, taxes/fees range from $2.50-$82.10 for one-way and $22.34-$102.10 for roundtrip flights. Award flight fares also do not include fees for oversized/overweight/extra baggage and other fees for products/services sold separately. Taxes and fees must be paid at time of award flight booking and are subject to change as required by law.

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