JetBlue Scores Big as the Official Domestic Airline Partner of the USC Trojans

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With a nod to the 55th anniversary of Traveler, the Trojan's mascot, today through August 3, 2012 JetBlue is offering a special Traveler Sale with flights starting at $55 each way from Long Beach to six cities on the West Coast (a) --

LONG BEACH, Calif., Aug. 1, 2012 /PRNewswire via COMTEX/ --JetBlue Airways (Nasdaq: JBLU) today proudly announced a partnership to become the Official Domestic Airline Partner of the University of Southern California Trojans. The multi-year sponsorship will kick off with this season's activities and will include all 21 USC Division I teams.

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

JetBlue's President and CEO Dave Barger along with James Hnat, the airline's EVP Corporate Affairs and General Counsel, joined Long Beach Mayor Bob Foster; USC Athletics Director, Pat Haden; Kevin O'Neill, USC Head Basketball Coach; and Steve Simpson, Senior Vice President of Fox Sports West to make the announcement today at Long Beach International Airport, where JetBlue is the largest carrier with over 30 flights a day. The USC Marching Band and Song Girls, and Traveler, the Official Mascot of the Trojans, also attended with hundreds of JetBlue crewmembers, customers and fans to commemorate the announcement.

To further celebrate the launch of its partnership, JetBlue is offering a special Traveler Sale, in honor of the Official Trojan Mascot's 55th anniversary, with fares as low as $55 for travel between Long Beach and Las Vegas, Oakland, Portland, Sacramento, San Francisco or Seattle, available today through August 3, 2012 for travel between September 5 and November 14, 2012 (a). Further, the airline and USC athletics will launch a Getaways Sweeps with three grand prize winners scoring flight and hotel accommodations for two to see USC play Syracuse at MetLife Stadium on September 8 (b). To participate, go to http://www.facebook.com/USCTrojans.

"Today, we're very happy to announce our second sports partnership here in the L.A. Basin and our most robust college support to date: the University of Southern California Trojans!" said Dave Barger, president and CEO of JetBlue Airways. "As true fans of and the Official Domestic Airline Partner of USC we'd like to wish the Trojans the best on their upcoming season. Fight On and Fly On!"

"We are excited and honored at USC to have JetBlue as our Official Domestic Airline Partner," said USC Charles Griffin Cale Director of Athletics' Chair Pat Haden. "This partnership will provide some very exciting travel opportunities to all USC alumni and fans. Just as we try to be the best at what we do by being customer focused, JetBlue does the same by providing exceptional customer service. We look forward to a long and successful partnership with JetBlue."

Added Dan Shell, Vice President and General Manager, USC Sports Properties: "The word partnership is thrown around loosely these days, but this agreement truly represents a comprehensive partnership between Jet Blue, USC Athletics, and the USC Alumni Association in a very unique fashion. The way this aligns on all fronts provides a platform to make this one of the most effective and most integrated airline partnerships in the college space."

JetBlue's sponsorship includes joint marketing promotions and advertising. Featured elements include official partner status of the USC Alumni Association, presenting sponsorship of select USC football and men's basketball games, and signage at LA Memorial Coliseum (football), Galen Center (basketball/volleyball), Dedeaux Field (baseball), and McAlister Field (soccer).

"As long-time admirers of the Trojan's field performance, we're really excited to see the Cardinal and Gold come together with JetBlue," said Dennis Corrigan, VP of sales and revenue management. "As an award-winning airline, recently bringing home our eighth J.D. Power in a row, we wish the Trojan athletes the best as they take on London. Bring back the gold and carry on the momentum to take on the next season!"

Travelers choose JetBlue for its award-winning customer service and well-known product features, including live satellite in-flight entertainment on personal seatback TVs with more than 140 channels of free programming (c) and reasonably priced first-run JetBlue Features movies (d). Customers also enjoy comfy, leather-clad seats with extra legroom (e) and complimentary and unlimited snacks and drinks for the ride.

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 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) Fares includes government taxes/fees and must be purchased between 8/1/12 and 8/3/12 (the earlier of 11:59 PM ET or local) for flights between Long Beach, CA (LGB) and Oakland, CA (OAK); LGB and San Francisco, CA (SFO); LGB and Sacramento, CA (SMF); LGB and Las Vegas, NV (LAS); LGB and Seattle, WA (SEA); and LGB and Portland, OR (PDX) on Tues. and Wed. only between 9/5/12 and 11/14/12. 21-day advance purchase required. Fares are subject to availability; may not be available on all flights; may change without notice; are valid for new bookings only; must be purchased at time of reservation; and are one-way, nonstop, nonrefundable and nontransferable. Reservations made one week or more prior to a flight's scheduled departure may be canceled without penalty up to 24 hours after the reservation is made. First checked bag is free (weight and size limits and exceptions for itineraries including flights marked or operated by other airlines apply). Fares do not include fees for oversized/overweight/extra baggage or other fees for products/services sold separately. To view baggage fees and other optional services and fees, click here. $20 fee per person applies to fares (not Award flights) purchased by phone or at an airport or ticket office. Cancellations/changes must be made prior to scheduled departure (otherwise all money for fare is forfeited); $100 change/cancel fee per person will apply, and for changes, there may be a fare adjustment. Cancellations receive JetBlue travel credit, valid for one year. Proper documentation required for boarding. Other restrictions apply.

(b) NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT INCREASE YOUR ODDS OF WINNING. Open to US residents age 18 and older. Void where prohibited. This promotion is in no way sponsored, endorsed or administered by or associated with, Facebook. You are providing your information to the University of Southern California and not to Facebook. For complete details and Official Rules, please visit http://www.facebook.com/USCTrojans.

(c) Live satellite TV and radio programming is not available on flights outside the continental U.S.

(d) First-run features are available for $6 on flights longer than two hours. Complimentary movies are offered on JetBlue's flights to the Caribbean and Latin America.

(e) JetBlue offers the most legroom in coach, based on average fleet-wide seat pitch for U.S. airlines.

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