JetBlue Getaways Offers 360 Support When Travel Plans Change So Wallets Don't Have To

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360 Support offers guidelines for compensation on airfare, hotel, and activities booked through JetBlue Getaways for unexpected vacation changes --

NEW YORK, Sept. 20, 2012 /PRNewswire via COMTEX/ --JetBlue Airways (Nasdaq: JBLU), America's first and only airline to offer its own Customer Bill of Rights, is extending its promise beyond airfare. Starting today, JetBlue Getaways is offering 360 Support for flights, hotel stays, car rentals and activities booked through the airline's vacation program when trips don't go according to plan.

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

360 Support offers meaningful and specific compensation and peace of mind for controllable events, as defined by a delay, cancellation or diversion that is not caused by a Force Majeure Event *(a).* Examples include: crew unavailability due to JetBlue's scheduling (not due to weather-event related disruption); delay or cancellation due to maintenance; that which is considered reasonably within JetBlue's control.

Visit jetblue.com/vacations/360-support for full program details.

Highlights of 360 Support include:

- Customers who experience a controllable event will always have the JetBlue $100 per person change/cancel fee waived by JetBlue Getaways.
- In a controllable event, if airfare, hotel and/or car price goes up at rebooking, JetBlue Getaways will rebook the airfare to the same destination for dates set by the airline at no additional fee and waive any additional hotel/car penalties and/or increases in price for the same destination.
- Customers who experience a controllable event are entitled to a full Getaways credit, good for one year towards future Getaways bookings, plus possible bonus compensation.
- In the event a customer must involuntarily extend their vacation due to a controllable event, JetBlue Getaways will book the additional nights at the same hotel if available, or another hotel if the original is not available. JetBlue Getaways will make the reservation for additional days of the car rental at no additional charge.
- In the event a customer must involuntarily shorten their vacation due to a controllable event, the customer is entitled to a full Getaways credit for unused (including nonrefundable) night(s), tickets and activities, plus possible bonus compensation.

"We were the first to offer a Customer Bill of Rights for our flights and now we're the first to expand our customer promise to include the other parts of a vacation when you book a Getaways vacation package with us," JetBlue's Director Getaways and Ancillary Travel Grant McCarthy said. "We're drawing a line in the sand and making a firm commitment to our customers that if things don't go according to plan we have your back and will foot the bill as outlined in 360 Support."

In addition to 360 Support, Customers booking any JetBlue Getaways vacation package will enjoy peace of mind with a suite of benefits such as:

- Best Price Guarantee *(b)*
- Earning six TrueBlue points for every eligible dollar spent on vacation packages *(c)*
- Ability to pay for vacation packages with cash + TrueBlue points *(d)*
- First JetBlue $100 change fee waived *(e)*
- 24/7 customer support
- Free Concierge On Call *(f)*
- Book and get $50 off the next vacation *(g)*

About JetBlue Getaways

JetBlue Getaways product includes the Best Price Guarantee, offering the lowest available price on complete vacation packages including flights, hotels, and more (b). Members of the airline's customer loyalty program, TrueBlue, can also earn six points for every eligible dollar spent on vacation packages (c). JetBlue Getaways customers also have access to 24/7 travel support and Concierge On Call to answer questions, resolve issues, make recommendations, dinner reservations, tee times and more. JetBlue Getaways offers vacation packages across 71 destinations throughout the U.S., Mexico, Latin America and the Caribbean. More information can be found at www.jetblue.com/getaways.

About JetBlue Airways

JetBlue is New York's Hometown Airline(TM) with other focus cities in Boston, Fort Lauderdale, Los Angeles, Orlando and San Juan. 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 700 daily flights and plans to launch service to Providence, Rhode Island, as well as Cartagena, Colombia; Grand Cayman, Cayman Islands; and Samana, Dominican Republic this November, subject to receipt of government approval, as well as to Charleston, South Carolina in early 2013. 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) from the USA, or visit www.jetblue.com.

(a) A delay, cancellation or diversion that is not caused by a Force Majeure Event. Examples include: crew unavailability due to JetBlue's scheduling (not due to weather-event related disruption); delay or cancellation due to maintenance; that which is considered reasonably within JetBlue's control. Regular policies apply for all customer choice changes.

(b) If you find your exact vacation package (same JetBlue flights, hotel, hotel room category, dates, number of travelers, etc.) available for sale online from another website within 48 hours of your JetBlue Getaways purchase, JetBlue will provide you with a refund in the amount of the price difference. Guarantee does not apply with respect to prices reduced due to special offers or discounts (e.g., promo codes, group bookings, corporate travel bookings, etc.) Lower price must be located and verified by JetBlue. Additional restrictions apply. See http://www.jetblue.com/vacations/best-price/ for details.

(c) TrueBlue Members will earn six (6) TrueBlue points per dollar spent on a JetBlue Getaways vacation package. 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.

(d) The number of points and the dollar amount required for a particular Getaways package is based on the flight, destination and hotel chosen and, among other things, the applicability of peak travel periods. The amount of points and the amount of the monetary payment required for a particular package may not be changed or re-allocated in any way. Points towards a Getaways purchase must be from one TrueBlue member's account; points may not be combined from multiple TrueBlue accounts. TrueBlue Program Terms and Conditions and Getaways Terms and Conditions apply.

(e) Valid only for bookings made between June 25 and December 31, 2012. Hotel and other travel supplier change fees may still apply. JetBlue, hotel and other travel supplier cancellation fees still apply. Additional restrictions apply. See Getaways Terms and Conditions for details.

(f) Concierge On Call is a courtesy service offered by JetBlue through a third-party Travel Supplier, Mondial Assistance, which oversees and administers all aspects of the service. Through Concierge On Call, a concierge can assist travelers who have purchased a Getaways vacation package to any destination but Cuba with certain concierge services, such as certain travel and destination information, business services and specialty services. Concierge On Call is available from the time that the Getaways package is purchased until the scheduled departure time of the return flight. Concierge On Call can assist travelers with information about shopping, sights, shows, festivals, weather, museums, customs and duty requirements, visa and passport requirements, exchange rates, ATM locations, sporting events, concerts, theatre performances, restaurants, golf course reservations/tee times, catering, event planning, computer rentals, audio/visual equipment rentals, messenger services, and flower or other gift deliveries. (Concierge On Call cannot assist travelers with flight arrangements, hotel reservations, car rental reservations or other similar services.) Many of the services provided, reserved, booked or purchased through Concierge On Call will require payment or a fee to the provider or venue. Any fees, payments or expenses incurred in connection with services or items provided, reserved, booked or purchased through Concierge On Call are the sole responsibility of the traveler(s). A credit card may be required for reservation or purchase. The Concierge On Call concierges will attempt to fulfill all reasonable and customary concierge service requests (with the exception of those that may be deemed immoral or illegal), but all requests are subject to availability, and there is no guarantee that a request will be provided or satisfied. Additionally, where possible, Concierge On Call will attempt to fulfill all service requests in a timely fashion. Some requests may be handled and completed while the customer is on the phone, but some requests may take up to 24-48 hours or even longer. Please call Mondial Assistance at 866-647-8294 with questions or eligible requests.

(g) Promo code will be delivered via email after booking and is good for $50 off a future Getaways vacation package purchased and completed within 12 months of receipt of email. Other restrictions apply.

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