JetBlue Airways Flies Above the Political Chatter with Election Protection

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Customers exercising their right to vote can enter for a chance to score free tickets to one of the airline's 21 international destinations at jetblue.com/electionprotection (a) --

NEW YORK, Oct. 3, 2012 /PRNewswire via COMTEX/ --As the 2012 Presidential debates begin, JetBlue Airways (Nasdaq: JBLU) flies above the political chatter by making good on an Election Protection promise: the chance for customers to freely leave the country (and return home!) if they need a break because their candidate doesn't win. Starting today, customers can visit jetblue.com/electionprotection to select their choice for President and enter for a chance to a win a free ticket to one of the airline's 21 international destinations if the election doesn't go their way.

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

"We've all heard it said before: if my candidate does not win, I'm leaving the country," said Marty St. George, senior vice president marketing and commercial strategy for JetBlue. "Fun is one of our five founding values, and in this spirit we decided to give people a chance to recover from the political noise and follow through on their claim to skip town if their candidate comes up short. And with service to more than 20 international destinations JetBlue is the perfect fix. Most importantly, we want to highlight the freedom we have as Americans to exercise our right to vote and encourage everyone to do their part on November 6. Live Free or Fly!"

The jetblue.com/electionprotection site will offer a real-time heat map of customers' preferred destinations, and a social media ticket will track buzz around the campaign. After the results are in, JetBlue will give away 1,006 roundtrip certificates -- that's 2012 seats -- to participants whose candidate lost. Tickets are good for roundtrip travel from any airport JetBlue services to 21 international, nonstop destinations including Aruba, Bahamas, Barbados, Bermuda, Cayman Islands, Colombia, Costa Rica, Dominican Republic, Jamaica, Mexico, St. Maarten, St. Lucia and Turks & Caicos.

JetBlue is also hitting the Election Protection campaign trail, taking to the streets of New York City with a roving vehicle from October 17 to 23. Armed with iPads, campaign swag and local New York City voting information, the airline's brand ambassadors will barnstorm locations throughout the Big Apple to encourage New Yorkers to get out to vote in the election on November 6 and to sign-up for JetBlue's Election Protection.

For those who don't want to miss two minutes of the presidential debates, customers flying on JetBlue will also have a ticket to tune-in to the live coverage on our personal seatback screens. The airline offers more than 36-channels of free, live TV at every comfy leather seat (b), granting every customer the freedom to choose their own point of view. JetBlue also serves unlimited free snacks and drinks, which are offered equally and without bias to customers on both sides of the aisle. New York's Hometown Airline(TM) is known for offering the most legroom in coach (c), and a free first checked-bag (d) to liberate travelers from the hassle of carrying too much luggage.

JetBlue encourages all Americans to get out and exercise their right to vote. For more information on voter registration and voting locations, please visit: www.usa.gov.

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(TM) 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 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) NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. LEGAL RESIDENTS OF THE 50 UNITED STATES (D.C.) 18 YEARS AND OLDER. VOID WHERE PROHIBITED. Sweepstakes ends 11/5/12. For Official Rules, prize descriptions and odds disclosure, visit www.jetblue.com/electionprotection. Sponsor: JetBlue Airways Corporation, 27-01 Queens Plaza North, Long Island City, NY 11101.

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

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

(d) Weight and size limits and exceptions for itineraries including flights marketed or operated by other carriers apply.

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