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– *Puerto Rico's largest airline along with Banco Santander Puerto Rico and MasterCard launch a co-branded loyalty credit card program that gives customers more reasons to love their favorite brands* –

– *The new Santander JetBlue MasterCard offers its customers 15,000 points for $1,000 spent in the first three months of card membership* –

– *To celebrate the launch, the airline is announcing two new routes from San Juan: Punta Cana and Santiago in the Dominican Republic.* Flights are on sale today as low as $89 until November 13, 2012 for travel between May 1 and June 12, 2013 (a)* –

SAN JUAN, Puerto Rico (November 8, 2012) – JetBlue Airways (Nasdaq: JBLU), the Island's largest carrier, with more flights in and out of the island than any other airline, Banco Santander Puerto Rico and MasterCard announced today the launch of a co-branded credit card, the Santander JetBlue MasterCard, which will give customers in Puerto Rico the ability to take full advantage of JetBlue's loyalty program, TrueBlue®.

The new Santander JetBlue MasterCard offers its customers:

- 15,000 points for $1,000 spent in first three months of card membership (b)
- Up to eight points per dollar spent on flights and Getaways packages on jetblue.com (c)
- One TrueBlue point per dollar spent everywhere else and per dollar of balance transfer (d)
- $50 back for purchase of a JetBlue Getaways vacation package (e)
- Points that don't expire when you've earned points from using your Card in the last 12 months and;
- No blackout dates on JetBlue-operated award flights

"With the new JetBlue co-branded credit card, our customers in Puerto Rico will be able to start taking full advantage of all of the benefits of our TrueBlue loyalty program while maximizing their points earned," said Dave Canty, JetBlue's Director of Loyalty Marketing and Partnerships at an event held today at Luis Muñoz Marín International Airport in San Juan. "As the largest airline in the Island, this launch couldn't come soon enough but I'm happy we found the best partners, Banco Santander Puerto Rico and MasterCard, to ensure that customers not only receive the best service but get the most out of this program."

"At Santander, we're very excited with the launch of the new Santander JetBlue MasterCard credit card, the only one that offers the possibility to fly to U.S. or Caribbean destinations with only $1,000 spent in the first three months of card membership. Without a doubt, a benefit that marks a precedent in the local credit card loyalty programs industry thanks to the strategic alliance we have established with JetBlue Airways, the island's fastest growing carrier and with our card partner MasterCard," said Benjamín Vélez, Banco Santander Puerto Rico's Corporate Communications, Marketing & Public Policy Director. "Not only we predict the success of the new card but we trust its attributes and merits to become the Bank's next credit card flagship product that could eventually be available in other countries where Santander Group has presence and where JetBlue also flies," Vélez added.

"MasterCard is proud to be the new strategic partner of JetBlue, a widely respected company in the travel industry, and to continue our strong relationship with Banco Santander Puerto Rico. The creation of this product offers new possibilities to MasterCard cardholders since it not only allows them to get closer to their destinations, but also, it gives them easy access, convenience, security, and most importantly, great benefits and value throughout their shopping experience," added Jeff Wilson, division president of MasterCard's Latin American and Caribbean Geo Central division. "This is part of our commitment to seek new and relevant alternatives for our cardholders, and is tied to our deep commitment to Puerto Rico's tourism industry and economic development."

Further, to celebrate, the airline is announcing two new routes from San Juan: Punta Cana and Santiago, in the Dominican Republic*. Flights are on sale today as low as $89 until November 13, 2012, for travel between May 1, 2013 and June 12, 2013 (a). Punta Cana and Santiago will make six interisland routes from San Juan and, as part of the launch, new Santander JetBlue MasterCard holders will receive six bonus points per dollar spent on all interisland travel between November 8, 2012 and February 13, 2013 (f).

JetBlue's schedule between San Juan, Puerto Rico and Punta Cana, Dominican Republic*:

San Juan (SJU) to Punta Cana (PUJ):	**Punta Cana (PUJ) to San Juan (SJU):**
Depart – Arrive	Depart – Arrive
10:32 a.m. – 11:30 a.m.	12:26 p.m. – 1:23 p.m.
- Flights operate daily effective May 1, 2013 – - All times local -	

JetBlue's schedule between San Juan, Puerto Rico and Santiago, Dominican Republic*:

San Juan (SJU) to Santiago (STI):	**Santiago (STI) to San Juan (SJU):**
Depart – Arrive	Depart – Arrive
10:43 a.m. – 11:54 a.m.	12:49 p.m. – 2:10 p.m.
- Flights operate daily effective May1, 2013 – - All times local -	

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, and points that don't expire if you fly JetBlue or use your Santander JetBlue MasterCard at least once every twelve months (g). Additional information about TrueBlue and registration can be found at https://trueblue.jetblue.com/.

JetBlue's flights between San Juan, Puerto Rico and the Dominican Republic will be operated with its comfortable EMBRAER 190 fleet and award-winning service featuring convenient, assigned seating; a first-checked bag free (h); complimentary and unlimited name brand snacks and drinks; comfy leather seats; and more legroom than any other carrier in coach (i).

About Santander

Santander BanCorp is a fully integrated financial services company, part of Santander Group (Banco Santander) that operates in Puerto Rico. The Company has five wholly owned subsidiaries, Banco Santander Puerto Rico, Santander Securities Corporation, Santander Financial Services, Santander Insurance Agency and Island Insurance Corporation. Banco Santander Puerto Rico has been operating in Puerto Rico for more than thirty six years. It offers a full array of services through 54 branches in the areas of commercial, mortgage and consumer banking. Santander Securities offers securities brokerage services and provides portfolio management services through its wholly owned subsidiary Santander Asset Management Corporation. Santander Financial Services offers consumer finance products through its network of branches throughout the Island. Santander Insurance Agency offers life, health and disability coverage as a corporate agent and also operates as a general agent. For more information, visit the Company's website at www.santander.pr.

Banco Santander (SAN.MC, STD.N, BNC.LN) is a retail and commercial bank, based in Spain, with a presence in 10 main markets. Santander is the largest bank in the euro zone. Founded in 1857, Santander had EUR 1,418 trillion in managed funds, 102 million customers, 14,569 branches -more than any other international bank- and 187,000 employees at the close of June 2012. It is the largest financial group in Spain and Latin America. Furthermore, it has significant positions in the United Kingdom, Portugal, Germany, Poland and the U.S. northeast. Santander Consumer Finance operates in the Group's core markets as well as in the Nordic region.

About MasterCard Worldwide

MasterCard (NYSE: MA), www.mastercard.com, is a global payments and technology company. It operates the world's fastest payments processing network, connecting consumers, financial institutions, merchants, governments and businesses in more than 210 countries and territories. MasterCard's products and solutions make everyday commerce activities – such as shopping, traveling, running a business and managing finances – easier, more secure and more efficient for everyone. Follow us on Twitter @MasterCardNews, join the conversation on Cashless Conversations Blog and subscribe for the latest news.

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 72 cities with 700 daily flights and plans to launch service to Providence, Rhode Island; Grand Cayman, Cayman Islands; and Samaná, Dominican Republic this November, and 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, 01800-9-156761 from Colombia landlines, or visit www.jetblue.com.

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**This service is subject to receipt of government operating authority.*

(a) Fares include government taxes/fees and must be purchased by 11/13/12 (the earlier of 11:59 PM ET or local) for flights from San Juan, PR (SJU) to Santiago, DR (STI) or to Punta Cana, DR (PUJ) on Mon. – Thurs. only between 5/1/13 – 6/12/13. Fares will be higher for flights from STI or PUJ due to higher government taxes/fees. Fares are subject to availability; may not be available on all flights; may change without notice; 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 second bag fee or other fees for products/services sold separately. Oversized and overweight baggage is not permitted on flights to or from DR. To view baggage fees, baggage policies, and 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) Santander Bank will give you 10,000 points when you spend $1,000 in purchases during the first 3 months from the date you first acquire the card. Also, as an introductory offer, Santander Bank will give you an additional 5,000 points when you spend the same $1,000 amount in purchases during the first 3 months from the date you acquire the card; this offer is valid through November 13, 2013.

(c) TrueBlue members earn three (3) TrueBlue points per dollar spent on their individual JetBlue flight, plus three (3) bonus points per dollar for flights booked on jetblue.com, for a total of six (6) TrueBlue points per dollar. TrueBlue members earn six (6) TrueBlue points per dollar spent on their individual per-person portion of a JetBlue Getaways vacation package. Members with a valid Santander JetBlue MasterCard will earn an additional two (2) bonus points per dollar spent on JetBlue flights and JetBlue Getaways vacation packages when they purchase using the Santander JetBlue MasterCard. For JetBlue flights booked online at jetblue.com and for all JetBlue Getaways vacation packages, that is a total of eight (8) TrueBlue points per dollar. For JetBlue flights, points will be earned on the base fare of the flight only. For JetBlue Getaways, 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. For flights and Getaways, points will not be earned on government taxes/fees, travel insurance, or any other fees or charges (e.g., change/cancel fees, etc.) All TrueBlue Points are subject to the TrueBlue program Terms and Conditions, available at *https://trueblue.jetblue.com/web/trueblue/terms-and-conditions.*

(d) The Bank will give one TrueBlue point for the card's utilization in the following way: one (1) point for every dollar spent and two (2) dollars for transactions made on JetBlue. The total poont amount will be rounded to the nearest whole number and the total number to be considered for the total points at the end of each billing cycle. The Bank will report the points accumulated to the TrueBlue Program if the account is up to date and in good standing on the day of the billing cycle ending. The points accumulated with your Card that are not reported to TrueBlue because the account was not up to date and in good standing on the billing cycle date will be reported if the account is updated or reopened. Disputes over quantities or purchases done while breaking the law or the Contract will not be included in the total for the points program. The Bank reserves the right to revoke points awarded based on purchases where the cardholder makes a return and receives a credit to their account.

(e) The card owner will receive a $50 credit limited to once per year, on the purchase of a JetBlue Getaways vacation package with his/her Santander JetBlue MasterCard only through ww.jetblue.com or 1-800-JETBLUE. No returns are contemplated. To receive this benefit, your card account must not be in default at the moment of the purchase of the package. The credit will be available on your account statement 6-8 weeks after the transaction is reflected.

(f) Bonus TrueBlue point offer only available to consumers with a valid JetBlue Santander MasterCard ("Card") who are TrueBlue Members. You must

register for this promotion online at the web address provided to you after you are approved as a Cardholder. Offer valid only for JetBlue flights (one-way or roundtrip) between San Juan, Puerto Rico (SJU) and: Santo Domingo, DR (SDQ); St. Thomas (STX), St. Maarten (SXM), St. Croix (STX), Punta Cana, DR (PUJ); or Santiago, DR (STI) that are purchased and flown between 11/7/12 and 2/13/13 (11:59 PM. ET). Flight must be purchased online at jetblue.com. You must register prior to booking in order to receive bonus points for eligible travel. Travel must be to or from SJU and eligible city. Booking and travel must be completed between 11/7/12 and 2/13/13 (11:59 PM ET). TrueBlue members generally earn three (3) points per dollar spent on their individual JetBlue flight plus three (3) bonus points per dollar for flights booked on jetblue.com. Cardholders qualifying for this promotion will receive those points, plus six (6) bonus points, for a total of twelve (12) TrueBlue points per dollar spent on their individual eligible flight booked on jetblue.com. Cardholders can also earn two (2) additional bonus points per dollar for flights purchased using the Card, for a total of fourteen (14) points per dollar spent on their individual eligible flight booked on jetblue.com using the Card. 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.). Offer valid for new bookings only and will not apply to previously booked flights or changes to a previously-booked flight. In the event you cancel your reservation, you will not receive any TrueBlue points from that reservation, and any points already awarded will be debited from your TrueBlue account. Offer does not apply to non-revenue travel (e.g., travel booked with a travel certificate, TrueBlue award flights, etc.); is not valid in connection with other routes, partner, codeshare or interline flights, Getaways vacation packages, cruises, or any other product or service; may not be combined with other special offers; is not redeemable for cash; and has no cash value. Card account and TrueBlue Member account must be in good standing. Additional restrictions apply. See TrueBlue Terms and Conditions for details. *(g) No blackout dates apply to JetBlue-operated flights only. Blackout dates may apply to partner, code share and interline flights. All seats on JetBlue flights are available for booking using TrueBlue points. Even More Space seats are also available for the applicable extra fee. TrueBlue Points do not expire as long as you have earned points within the last 12 months either through (i) purchasing a JetBlue flight or a JetBlue Getaways vacation; and/or (ii) making eligible purchases with your Santander JetBlue MasterCard. Each qualifying activity extends the expiration date of all points by 12 months from the date of the last point issuance.*

(h) Baggage weight and size limits apply. Exceptions apply for itineraries including flights marketed or operated by other airlines.

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

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