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-- Visit Facebook.com/JetBlue today through Dec. 2, 2012 to submit ideas for the airline's new mobile app --
-- Top 30 ideas selected by JetBlue will be put to a public vote Dec. 10 through Dec. 17, 2012, and the top 5 most popular ideas will win a year of flights on JetBlue (a) --

NEW YORK, Nov. 19, 2012 /PRNewswire via COMTEX/ --JetBlue Airways (Nasdaq: JBLU), the airline that listens to its customers, is taking transparency to new heights with the launch of ThinkUp, a campaign where customers can speak up on a multitude of products and services. For the launch of this platform, JetBlue is asking customers for their ideas about what its new tablet experience should look like.

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

Starting today through Dec. 2, 2012, customers can submit their ideas for what features should be included in the airline's new tablet app by visiting Facebook.com/JetBlue and clicking on the ThinkUp tab. All submissions will be vetted by JetBlue and a public vote will commence for the top five favorite ideas on Dec. 10 through Dec. 17, across six categories: Educational, Fun, Ticketing, Functional, Loyalty and Other.

Each of the five grand prize winners will win travel on JetBlue for a year in the form of two travel certificates each month for a year, with each certificate good for the roundtrip base fare of a JetBlue flight that month. Plus, the winning ideas may be included into the development planning of JetBlue's new tablet app in early 2013.

"ThinkUp is the next phase in our ongoing integration of customer feedback into the development of our products and services. We're pleased to open up our tablet app research to the public for a truly transparent process," said Mike Stromer, JetBlue's vice president of customer connections marketing. "We're excited to see what new app features come out of this and reward those with the most popular ideas with a year of travel."

A leader in the digital airline space, JetBlue recently celebrated its one millionth iPhone app download, and introduced its new app for Android. The new innovation comes on the heels of the airline's digital refresh in early 2012, which included a redesigned jetblue.com and mobile site, mobile.jetblue.com.

JetBlue Airways takes customer feedback into all new product and service offerings. A panel composed of customers and crewmembers provides regular opinions on preview products and key findings are integrated into the rollout of new offerings. The airline that listens also encourages a personal dialogue with its engaged social audiences and incorporates feedback via those channels into its existing policies and procedures, altering when necessary to continue to provide excellence in customer service.

About JetBlue Airways

JetBlue is New York's Hometown Airline™ 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 74 cities with 750 daily flights and plans to launch service to Providence, Rhode Island on Nov. 29, 2012 and Charleston, South Carolina and Albuquerque, New Mexico 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), or visit www.jetblue.com.

(a) NO PURCHASE NECESSARY. ONLY OPEN TO LEGAL RESIDENTS OF THE 50 UNITED STATES & D.C., 18 YEARS AND OLDER. VOID WHERE PROHIBITED. Enter Contest by: 12/2/12 at 11:59 p.m. ET. For Official Rules and prize descriptions, visit https://d3hok70xjqsuiy.cloudfront.net/assets/prod/25214/CustomerIdeaContestTerms_1353088022.pdf. Sponsor: JetBlue Airways Corporation, 27-01 Queens Plaza North, Long Island City, New York 11101.

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