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Generosity of customers, crewmembers and corporate sponsors make playgrounds and educational programming possible --

NEW YORK, Dec. 13, 2012 /PRNewswire via COMTEX/ --JetBlue Airways (Nasdaq: JBLU), New York's Hometown Airline, today announced the results of its annual Swing for Good and Bid for Good fundraising campaign, the airline's largest charitable fundraiser of the year. The campaign includes the annual Swing For Good Golf Classic and the Bid For Good online charitable auction. This year, crewmembers, customers and corporate sponsors joined to raise $420,000 for the airline's non-profit partners KaBOOM! and PBS KIDS. Both nonprofit partners will receive $210,000 allowing them to continue their youth-based activities. Over the past four years, JetBlue's Swing For Good and Bid For Good fundraising campaign has raised more than $1 million for a variety of nonprofit partners.

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The Swing for Good Golf Classic began in 2009 to build awareness for JetBlue's various charitable partners. This event began as friendly competition between JetBlue and its business partners to make a difference. JetBlue then added Bid for Good, powered by Charity Buzz, in 2010 as an extension of the golf outing. Bid For Good provides an online option for those that cannot attend the Golf Classic, extending an invitation to give beyond the event.

"Swing for Good has become a tradition. We look forward to enjoying a day of golf knowing that it is all going towards causes we support. While, Bid For Good is a way for us to exponentially increase funding for some of our longstanding partners. Our corporate sponsors are gracious enough to provide exclusive auction items for our online auction, and customers generously bid on auction lots with the results going towards youth and education focused organizations," said Icema Gibbs, JetBlue's Director of Corporate Social Responsibility. "KaBOOM! and PBS KIDS are long standing partners of JetBlue. We are eager to work with them in 2013 to provide safe places for children to play and educational programming and resources."

Both KaBOOM! and PBS KIDS plan to put these funds to good use. KaBOOM!, a non-profit organization that envisions a great place to play within walking distance of every child in America, will use the much needed funds to continue its work building safe play spaces in underserved areas. PBS KIDS, the number one educational media brand for kids, will use the funds to create media that reaches children wherever they live, learn and play.

"We are honored to be a recipient of this year's Swing for Good and Bid for Good fundraising campaign," says Darell Hammond, KaBOOM!, Founder and CEO. "We know how important play is for kids. It's great to see adults taking time out of their busy schedules to play themselves, while also supporting the next generation."

"JetBlue continues to be a supportive partner to PBS KIDS and our member stations nationwide," said Lesli Rotenberg, PBS, General Manager, Children's' Programming. "We are thankful that JetBlue selected PBS KIDS as a beneficiary of their largest fundraising campaign. The funds raised will help us continue to create media that will spark children's curiosity and expand their possibilities."

About PBS KIDS

PBS KIDS, the number one educational media brand for kids, offers all children the opportunity to explore new ideas and new worlds through television, online and community-based programs. For more information on specific PBS KIDS programs supporting literacy, science, math and more, visit PBS.org/pressroom, or follow PBS KIDS on Twitter and Facebook.

About KaBOOM!

KaBOOM! is the national non-profit dedicated to saving play. Children today spend less time playing outdoors than any previous generation, a fact that is having disastrous consequences on their health, achievement levels, and overall well-being. To fight this play deficit, social entrepreneur Darell Hammond founded non-profit KaBOOM! in 1996 in Washington, D.C. with a vision of creating a great place to play within walking distance of every child in America. Since then, KaBOOM! has mapped over 90,000 places to play, built more than 2,100 playgrounds, and successfully advocated for play policies in hundreds of cities across the country. KaBOOM! also provides communities with online tools to self-organize and take action to support play on both a local and national level. Hammond chronicles the founding of the organization and the importance of the cause of play in his *The New York Times* Best Seller *A Movement to Save Play*. The book, recently released in paperback, details how businesses and communities can work together to save play for children across the country. All author proceeds support KaBOOM!. For more information, visit www.kaboom.org.

About JetBlue Corporate Social Responsibility

At JetBlue Airways, our commitment to corporate social responsibility goes beyond raising cause awareness. We are dedicated to developing impactful

charitable partnerships, supporting and aligning ourselves with the communities in the cities we serve, and creating significant volunteer experiences for our crewmembers. Our focus is to create programs and opportunities and fully engage our resources to connect with our communities within the areas of Youth & Education, Community, and the Environment. In addition, we align our efforts to reflect the diverse interests and core values of our business by striving to enrich the lives of others. Moving forward, we will sustain JetBlue's charitable efforts through continuous support and unique programs that help promote positive social and environmental change.

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 75 cities with 750 daily flights and plans to launch service to Charleston, South Carolina, Albuquerque, New Mexico, and Philadelphia, Pennsylvania 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.

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