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-- Customers can now download boarding passes on their smartphones --

-- Newly refreshed 2.0 app offers ability to book using TrueBlue points, and view flight schedules, terminal maps, and more --

NEW YORK, Feb. 13, 2013 /PRNewswire via COMTEX/ --JetBlue Airways (Nasdaq: JBLU), the digitally-minded airline, makes traveling even easier with the introduction of mobile boarding. Customers in eight of the airline's largest cities can now download electronic boarding passes onto their cell phones using the newly re-launched version 2.0 of the JetBlue mobile app and save time and paper at check-in, security, and during the boarding process.

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

Mobile Boarding Passes now available for those traveling from:

- Boston (BOS)
- Fort Lauderdale (FLL)
- Las Vegas (LAS)
- Los Angeles (LGB)
- New York (JFK)
- Orlando (MCO)
- San Francisco (SFO)
- San Juan (SJU)

Customers can now take advantage of mobile boarding by downloading JetBlue's new 2.0 version of their app onto their iPhone or iPod touch devices and check in for their flights. Each paperless boarding pass is displayed as an encrypted two-dimensional barcode along with customer and flight information that TSA security officers can scan to validate the authenticity of the boarding pass at the checkpoint. Customers can present the same digital pass at the gate for streamlined boarding. Those who purchase Even More Speed, the airline's expedited security offering, will see that reflected prominently on their mobile device to fly through security at the airport. JetBlue plans to add this new feature to its Android app in the coming months.

In addition to mobile boarding, JetBlue's newly refreshed 2.0 app includes:

- The ability to search for and book flights using TrueBlue points
- Timetables to view flight schedules
- Maps to help find your way through many of our terminals
- Updated city guides to learn about the hotspots at your destination and check the hourly and daily weather forecasts
- A revamped postcard tool with new customization options and new downloadable iPhone wallpapers of JetBlue's iconic tailfin patterns

"As we see an increasing number of travelers wishing to take advantage of mobile boarding passes, we're pleased to extend our digital offerings to include this and some other great features for our customers," said JetBlue's Vice President Customer Connections Michael Stromer. "Mobile boarding is good for customer convenience, makes us a leaner company, and supports our efforts to become a greener airline."

The airline with the best customer service in the skies is focused on constantly improving and refreshing the customer experience. Customer feedback, including review by a special panel of customers and crewmembers, is integrated into decision-making around all new product and service offerings. In early 2012, JetBlue introduced its refreshed digital experience with an award-winning jetblue.com, jetblue.com/mobile and iPhone and Android apps. In late 2012, JetBlue called on customers in its ThinkUp! campaign to help design its latest tablet app, which is currently in development.

JetBlue plans to expand mobile boarding capabilities to additional cities in its network and on multiple electronic devices throughout 2013. Additional information about the airline's new digital offerings can be found on jetblue.com/mobile.

About JetBlue Airways

JetBlue is New York's Hometown Airline™ with other focus cities in Boston, Fort Lauderdale, Los Angeles (Long Beach), San Juan and Orlando. Known for its award-winning service and free inflight entertainment 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, S.C., Albuquerque, New Mexico, and Philadelphia, Pennsylvania in 2013, as well as Medellin, Colombia, subject to receipt of government operating authority. 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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