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Starting today at 12pm, when the thermostat hits 90 degrees in Central Park, JetBlue will release a very limited number of promo codes good for 90% off roundtrip nonstop flights from New York (a) --

NEW YORK, July 16, 2013 /PRNewswire/ -- JetBlue Airways (Nasdaq: JBLU), New York's Hometown Airline™, wants to help New Yorkers beat the heat this summer with a promotion that gives city-dwellers a chance to get out of town as the mercury rises. Starting today through July 20, 2013 beginning at 12 pm if the weather.com temperature reading at jetblue.com/hotseats hits 90 degrees for New York's Central Park, JetBlue will release a limited number of Hot Seats promo codes.

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

The promo codes will be good while very limited supplies last for 90% off of the base fare of a roundtrip JetBlue flight from New York area airports (John F. Kennedy, LaGuardia and Newark) to any of the more than 50 (potentially cooler) destinations that the airline flies to nonstop from New York. (a) Flights must be booked the day of the temperature spike when the promotional code is revealed and travel must be for the departure and return dates specified on the Hot Seats page for the particular promo code. Codes will be subject to very limited availability and are only good while supplies last, so check the temperature on jetblue.com/hotseats often and act quickly!

"New Yorkers bear the brunt of extreme weather conditions including average summertime temperatures that rank 10 degrees higher than outlying areas. Subway stations can even reach up to 20 degrees higher than outside areas," said Tom Lloyd, JetBlue's manager of meteorology. "Summer heat waves of 90 degrees or higher bring stifling heat and humidity. When your idea of cooling off is walking under an AC unit that's dripping water, you could use a vacation."

"As New York's hometown airline, we wanted to do something special for New Yorkers to help them beat the heat," said Marty St. George, JetBlue's senior vice president of marketing and commercial strategy. "Even the most devoted urbanites need a short break from the blistering summer heat. When temperatures hit 90 degrees, we will provide travelers in the Big Apple with a chance to briefly get out of town to experience one of the many destinations we fly to from the New York area."

The fun loving airline is always looking for unique ways to surprise and delight customers. Hot today, get out tomorrow - the limited time Hot Seats promotion offers customers a chance to get out of town quickly to relax and refresh. Hot Seats provides the perfect excuse for a spontaneous trip to many JetBlue destinations that offer cooler climates and seaside locales such as Martha's Vineyard; Nantucket or Portland, Maine. West coast hot spots like San Francisco; Portland, Oregon or Seattle, Washington beat the humidity. Of course, Caribbean destinations including Bahamas; Jamaica; Turks and Caicos and San Juan, Puerto Rico are always appealing regardless of temperature.

For those that miss out on the Hot Seats offer or are not in the New York area, JetBlue is offering a special chance to get away with a discount of $100 on JetBlue Getaways vacation packages of 5+ nights booked now through July 25 at www.jetblue.com/getaways for travel between July 16, 2013 and February 12, 2014. (b) Promo code HOTSEATS100 should be used at time of booking. JetBlue Getaways offers vacation packages that can be paired with car rental, hotel, and other amenities across 71 destinations throughout the U.S., Mexico, Latin America and the Caribbean. Services include JetBlue Getaways Best Price Guarantee (c), TrueBlue customer loyalty points on every eligible dollar spent and an exclusive 24-hour support desk dedicated to Getaways customers before, during and after their trip.

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. *TrueBlue, JetBlue's* exclusive rewards program for frequent fliers, allows customers to earn points even faster with partner programs, while redeeming awards starts at just 5,000 points and $2.50 taxes/fees for one-way travel, with no black-out dates on JetBlue operated flights. JetBlue serves 79 cities with 850 daily flights and plans to launch service in 2013 to Worcester, Massachusetts, Port-Au-Prince, Haiti, as well as Lima, Peru, 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.

(a) ***Restrictions:** The Hot Seats promotion is available for a limited time only until July 20, 2013. The temperature posted on the JetBlue website courtesy of weather.com is the official temperature measure for this offer; no other temperature reading will be considered. Each promo code is subject to very limited availability and is valid only while these very limited supplies last (in any event no later than 11:59 PM ET on date code was posted by JetBlue on this page). Promo code availability/discount not guaranteed or held until you purchase is finalized. Valid codes are redeemable for 90% off the base fare of a roundtrip nonstop JetBlue flight originating from JFK, LGA or EWR to any JetBlue city with the specific departure and return dates listed on this page. Roundtrip purchase required. Flight must depart from and return to same airport. No changes to the dates, origin airports or other modifications are permitted. Must fly both departing and returning segments; otherwise, booking will be canceled. Code (case-sensitive) is valid only for eligible flights purchased on jetblue.com/promo. New bookings only. Limit one code per booking. Code is not valid in connection with previously booked travel, non-revenue travel (e.g., travel booked with a travel certificate, TrueBlue award flights, etc.), partner or codeshare or interline flights, Getaways vacation packages, taxes, fees, or any other product or service. Code cannot be combined with other offers, cannot be partially redeemed, has no cash value, and is not redeemable for cash. If fight reservation is changed/cancelled, a $150 fee per person will apply (plus any increase in fare for changes), and the promo code discount will be forfeited and will not apply to any modified or new reservation. Cancellations are for JetBlue travel credit only, valid for one year; credit will not include discount value. If reservation is not changed/canceled prior to scheduled departure, all money associated with reservation is forfeited. Offer is subject to change or cancellation at any time without notice or liability. The timing of any promo code posting is subject to JetBlue's sole discretion. Other restrictions apply. See http://www.jetblue.com/about/legal/legal.asp

(b) Promo code HOTSEATS100 is valid until 7/25/13 only (until 11:59 PM ET) for $100 off the purchase of JetBlue Getaways vacation package of 5+ nights to any JetBlue city in the Caribbean, Mexico or Latin America for travel 7/16/13 – 2/12/14. For discount to apply, both departing/returning flight and hotel stay must be within the eligible travel period. Code is valid for new Getaways package purchases only; not valid for previously booked travel, non-revenue bookings (e.g., travel booked with a travel certificate, a combination of TrueBlue points and monetary payment, etc.), flights, taxes, fees or any other product or service. Limit one code per booking. Code cannot be combined with other offers, cannot be partially redeemed, has no cash value, is not redeemable for cash, but is transferable. If you change or cancel your booking (where permitted), code will only apply to any modified or new reservation if it is booked by 11:59 PM ET on 7/25/13, is for travel within the eligible travel period, and otherwise satisfies all terms and conditions for this offer. Changes/cancellations after 7/25/13 will result in the promo code discount being forfeited. All deadlines based on Eastern Standard Time. Other restrictions (including change/cancel policies and fees) apply. See full Getaways Terms and Conditions.

(c) Book a JetBlue Getaways air+hotel vacation package, and if you find the same package on another website for a lower price within 48 hours of your Getaways purchase, JetBlue will refund the difference. Terms apply. Click here for details.

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