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Customers traveling within the airline's domestic route network and select pre-clearance stations can request direct delivery of checked bags to any location at the destination --

NEW YORK, Aug. 7, 2013 /PRNewswire/ -- JetBlue Airways (Nasdaq: JBLU), the airline known for offering the first-checked bag free for all travelers (a), today announces Bags VIP, a new concierge service option, provided in partnership with Bags, Inc. This service provides hand-delivery of a customer's checked luggage from the arrival airport to any doorstep at their destination for a minimal fee. The option is available seven days a week, including holidays.

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

Starting today, customers can place an order online for the Bags VIP service up to one hour prior to departure from all JetBlue domestic airports, Puerto Rico, U.S. Virgin Islands and select pre-cleared international airports arriving into Boston, Orlando and New York's JFK airport. More information is available at: http://www.jetblue.com/bagsvip.

For a limited time, pricing starts at $25 for the delivery of one bag, $35 for two and $40 for up to ten bags to a hotel, business, residential address or anywhere the customer chooses within a 40-mile radius of the airport.

"Whether your family wants to go straight to the resort without the wait or your business meeting takes place before you can get to the hotel, this new offering takes the stress out of carrying extra baggage," said Robin Hayes, chief commercial officer for JetBlue Airways. "We are excited to offer this new Bags VIP service to save our customers valuable time at their destination."

"Our mission at Bags Inc. is to *Make Travel Easier* for everyone by removing the burden of baggage from your trip," noted Craig Mateer, president and founder of Bags Inc. "We are thrilled to partner with JetBlue to offer this special Bags VIP service that will enable their customers to do just that."

Customers will receive an email with a confirmation number once the order has been finalized. Next, the customer checks their baggage upon arrival at the airport. A JetBlue crewmember will apply a Bags VIP tag to identify the luggage. At the final destination, the customer can bypass baggage claim and go about their business. Their bags will be retrieved directly from baggage claim by a Bags VIP representative using the applied tag and customer provided information. Delivery will take place within four hours of flight arrival to locations within 40 miles of the airport and within six hours to locations 41-100 miles from the airport. Residential delivery times can also be scheduled in advance to accommodate the customer's need.

JetBlue is known for its award-winning service; a first-checked bag free (a); more than 140 channels of complimentary live television and radio on personal seatback screens (b); and more legroom than any other carrier in coach (c).

About Bags Inc.

Bags Inc. is the world's leader in luggage delivery and multi-airline remote check-in services as the premier provider of arrival and departure services for the hotel, cruise, convention and hospitality industries. Headquartered in Orlando, Florida, Bags Inc. continuously strives to *Make Travel Easier* with operations in more than 270 cities across the country, exceptional service and innovative technologies. Bags Inc. handles more than 5 million checked bags annually, greets millions of guests, and parks thousands of cars each year for its rapidly growing list of partners that includes nearly all major airlines and cruise lines, renowned resorts, national hotel chains, convention centers, and rental car facilities across the nation. Learn more about how we're changing the way you travel by visiting MakeTravelEasier.com, following us on Twitter @TravelEasier, or at Facebook.com/TravelEasier.

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. JetBlue serves 79 cities with 850 daily flights and plans to launch service in 2013 to Worcester, Massachusetts, Port-Au-Prince, Haiti, and 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) Weight and size limits and exceptions for itineraries including flights marketed or operated by other carriers apply.

(b) Live satellite TV and radio programming is not available on flights outside the continental U.S.

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

SOURCE JetBlue Airways

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