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- Mint will offer the longest lie-flat bed in domestic business class (a) and the only private suites on New York-LA and New York-San Francisco routes -

- JetBlue refreshes coach product to offer even more comfort, superfast Wi-Fi and upgraded entertainment system on larger screens -

- Customers can book Mint fares for as low as $499 one-way from JFK to LAX now for travel between June 15 and June 18, 2014 (b) -

NEW YORK, Sept. 30, 2013 /PRNewswire/ -- JetBlue Airways (NASDAQ: JBLU) today shakes up the transcontinental premium market by introducing Mint, now available for sale. Mint will offer an unparalleled in-flight experience: the longest lie-flat beds in domestic business class (a) and four private suites among the 16 Mint seats. To celebrate JetBlue's new Mint service, fares are now on sale for $499 (a) one way from New York (JFK) to Los Angeles (LAX) for travel between June 15 – the first day Mint flights will be in service – and June 18, 2014 – the end of JetBlue's current schedule (b).

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There will be more good news for summer coast-to-coast travelers. With the rollout of JetBlue's summer 2014 schedule in November, customers will continue to see industry-shattering prices for Mint, starting at $599 one-way (c).

"Just as we revolutionized the core travel experience more than a decade ago with an elevated product and customer-focused culture, we intend to reinvent the lucrative coast-to-coast market with Mint," said JetBlue President and CEO Dave Barger. "Mint is JetBlue's refreshing take on a premium class product. It is stylish service minus all of the stuffiness often associated with the traditional front-of-the-cabin experience. JetBlue is truly all about serving the under-served, the customer who wants to enjoy first-rate service at an exceptional and affordable fare. We believe Mint is better than other airlines' first and business class service, and with fares that make it accessible to everyone, we think Mint will become the obvious choice for customers flying across the country. This is the JetBlue way, and we look forward to welcoming you onboard."

First-rate service

Mint will feature a pre-departure drink, followed by a cocktail and amuse-bouche once airborne. JetBlue, New York's Hometown Airline™, has partnered with the popular New York City-based restaurant Saxon + Parole to curate the onboard menu. Mint travelers will customize their meal by choosing among five "comfort food with a twist" offerings, served tapas-style, followed by dessert. Fresh cappuccino and espresso made from the first purposely built cappuccino machine for a U.S. airline will be available throughout the flight.

"It is a dream come true to work with such an innovative company like JetBlue and curate part of the onboard Mint experience," said Brad Farmerie, executive chef, Saxon + Parole. "Our vision from the very beginning was to create a truly memorable experience for the customer, and keep it in line with what is typical Saxon + Parole, food that is full of vibrant color and freshness, and resonates exciting and memorable flavors. My hope is that every JetBlue Mint customer will walk off the plane wondering why they have never had such a food experience in the air before."

JetBlue will also be the only U.S. airline to offer customized men's and women's amenity kits from partner Birchbox, a global discovery retail company that offers consumers a personalized way to discover, learn about and purchase the best beauty and grooming products from prestigious brands. With an amenity kit designed specifically for JetBlue, loyal customers will receive new favorite products often as these unique kits will be changed several times throughout the year.

"We are longtime fans of JetBlue and its innovative approach to air travel," said Katia Beauchamp, co-Founder and co-CEO of Birchbox. "We are thrilled to partner with JetBlue to bring our unique discovery experience to Mint customers. We are confident this first-of-its-kind inflight amenity experience will surprise and delight customers, leaving them relaxed and recharged."

The Mint seat

JetBlue chose to fully customize the Mint seat, featuring:

- Fully lie-flat beds up to 6' 8" (203cm), averaging the longest in the U.S. domestic business class market (a)
- The only private suites with closing doors in the American market, four on each flight

- Seats up to 22.3" wide, making them the widest seats on average in the U.S. domestic market (a)
- Air cushions with adjustable firmness
- Massage function
- 15-inch flat screen with up to 100 channels of DirecTV® programming and 100+ channels of SiriusXM® radio
- Shoe storage
- Dual 110 volt power outlets with two USB ports
- "Wake me for service" indicator, allowing customers to customize their service needs

A refreshed core experience

JetBlue's brand new Airbus A321 aircraft will also feature an enhanced core product, including a new world-class seat designed to maximize comfort, larger 10.1" personal screens offering up to 100 channels of DirecTV® programming and 100+ channels of SiriusXM® radio (d), in-seat power outlets accessible to all customers and a drink holder. As a result of the new next-generation slimmer seat design, customers will enjoy even more living space and the most legroom in coach (e), as well as more comfort.

To add even more to the core experience on New York-Los Angeles/San Francisco flights, JetBlue created the marketplace for all new Airbus A321s, a self-serve station full of snacks, sodas and water for customers to enjoy at their convenience throughout the flight.

The airline's A321 fleet will also offer free (f) superfast Fly-Fi for all customers, JetBlue's revolutionary in-air Wi-Fi.

Schedule

JetBlue's flight #223, departing New York's JFK Airport to Los Angeles International (LAX) at 9:30am on June 15, 2014, will be JetBlue's first flight featuring the Mint experience. By fourth quarter 2014, all seven daily flights between JFK and LAX will offer Mint, as well as the enhanced core experience.

The Mint experience will be introduced on flights between JFK and San Francisco in the fourth quarter of 2014, with all five JFK-SFO flights offering Mint by the end of first quarter 2015.

There will be a dedicated sub-fleet of 11 brand new Airbus A321s initially used for the two core transcontinental routes, each featuring 16 lie-flat seats, four of which are private suites, and 143 JetBlue core experience seats. Additional markets are possible, based on customer response and demand for more service.

About JetBlue Airways

As New York's Hometown Airline™ and a leading carrier in Boston, Fort Lauderdale/Hollywood, Los Angeles (Long Beach), Orlando and San Juan, JetBlue carries 29 million customers a year to 79 cities in the US, Caribbean and Latin America with more than 700 daily flights. With JetBlue, all seats are assigned, all fares are one-way, and an overnight stay is never required. JetBlue's fleet totals 188 aircraft, comprising 129 Airbus A320s and 59 EMBRAER E190s. Upcoming destinations include Savannah, Ga.; Worcester, Mass.; Port-au-Prince, Haiti; Port of Spain, Trinidad and Tobago; and Lima, Peru, subject to receipt of government approval. For more information please visit www.jetblue.com.

(a) Based on avg. length/width of lie-flat beds on domestic flights operated by U.S. airlines.

(b) Fare includes government taxes/fees and must be purchased by 10/1/13 (the earlier of 11:59 PM ET or local) for flights between New York, NY (JFK) and Los Angeles, CA (LAX) between 6/15/14 – 6/18/14. Fare is subject to availability; may not be available on all flights; may change without notice; must be purchased at time of reservation; and is one-way, nonstop, nonrefundable and nontransferable. Reservations made one week or more prior to a flight's scheduled departure may be canceled without penalty up to 24 hours after the reservation is made. First checked bag is free (weight and size limits and exceptions for itineraries including flights marked or operated by other airlines apply). Fare does not include fees for oversized/overweight/extra baggage or other fees for products/services sold separately. To view baggage fees and other optional services and fees, click here. $25 fee per person applies to fares (not Award flights) purchased by phone or at an airport or ticket office. Cancellations/changes must be made prior to scheduled departure (otherwise all money for fare is forfeited); $150 change/cancel fee per person will apply, and for changes, there may be a fare adjustment. Cancellations receive JetBlue travel credit, valid for one year. Proper documentation required for boarding. Other restrictions apply.

(c) Fare is subject to availability; may not be available on all flights; may change without notice; must be purchased at time of reservation; and is one-way, nonstop, nonrefundable and nontransferable. Reservations made one week or more prior to a flight's scheduled departure may be canceled without penalty up to 24 hours after the reservation is made. First checked bag is free (weight and size limits and exceptions for itineraries including flights marked or operated by other airlines apply). Fare does not include fees for oversized/overweight/extra baggage or other fees for products/services sold separately. To view baggage fees and other optional services and fees, click here. $25 fee per person applies to fares (not Award flights) purchased by phone or at an airport or ticket office. Cancellations/changes must be made prior to scheduled departure (otherwise all money for fare is forfeited); $150 change/cancel fee per person will apply, and for changes, there may be a fare adjustment. Cancellations receive JetBlue travel credit, valid for one year. Proper documentation required for boarding. Other restrictions apply.

(d) Live satellite TV and radio programming is not available on flights operating outside the continental U.S. Where applicable, JetBlue may offer complimentary JetBlue Features™ movies on these flights.

(e) Based on average fleet-wide seat pitch of U.S. airlines.

(f) Fly-Fi will offer free basic internet for browsing, emailing, social networking, and other low-bandwidth activities. Customers will have the opportunity to pay for enhanced internet access to stream media, watch movies, download large files and perform other high-bandwidth activities.

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