JetBlue Keeps Loyalty in the Family with the Introduction of TrueBlue Family Pooling

Oct 10, 2013

JetBlue Keeps Loyalty in the Family with the Introduction of TrueBlue Family Pooling

The airline becomes the only U.S. carrier to let customers earn and use points as a group, for free --

NEW YORK, Oct. 10, 2013 /PRNewswire/ -- JetBlue Airways (Nasdaq: JBLU), New York's Hometown Airline™ today announces the latest addition to its TrueBlue loyalty program – Family Pooling. The airline is the only U.S. carrier to offer a Family Pooling option. Families and small groups can now elect to earn and share TrueBlue points, free of charge. Members can allocate all or a portion of their individual TrueBlue points into a group account.

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

Customers must visit jetblue.com/familypooling to set up their family and select a "Head of Household." A family can consist of up to two adults at least 21 years old and up to five children, under the age of 21. Family members can choose to have 10 to 100 percent of their points pooled into the joint account. The "Head of Household" can then redeem points from the family account for any family member's travel. One way award flights are available starting at just 5,000 points plus $2.50 taxes/fees with no blackout dates and points that don't expire (a).

Family Pooling was developed based on customer feedback. A "family" is defined as a group of people united by a common affiliation. With TrueBlue Family Pooling, customers can determine their own "family" based on what is most beneficial to them. Everyone in the family counts. Whether it's immediate family members, same sex partners or a couple of friends, Family Pooling is designed to improve the overall customer experience and allow groups to conveniently earn and redeem points.

"TrueBlue is a loyalty program that rewards all of our customers, regardless of their frequency. Some customers choose JetBlue exclusively for family travel, while others mix business and family travel," stated Dave Canty, director of loyalty marketing and partnerships at JetBlue Airways. "Mosaic recognizes those who fly us more frequently. Families may not travel with us as often, but with Family Pooling they still get to enjoy their rewards."

On October 11, JetBlue will celebrate the launch of this new family-based program in its NYHometown terminal - T5 - in New York's JFK Airport with a special TrueBlue Family Pooling Carnival. More than 1,500 families are expected to travel through T5 during the Columbus Day weekend. As families travel through the terminal, they will be able to play old fashioned carnival games, experience face painting, customized photo shoots and more. Families will learn about Family Pooling and earn TrueBlue points and prizes throughout the carnival.

TrueBlue is free to join and includes the ability to use points for any seat on any JetBlue operated flight with no blackout dates (b). Members can now earn and keep points without the fear of expiration due to account inactivity. Recent additions to the TrueBlue program include TrueBlue Mosaic. TrueBlue members who fly 30 segments and earn 12,000 base points within a calendar year (or earn 15,000 base points in a calendar year) automatically earn Mosaic benefits. Also, TrueBlue Badges is a new gamified way for members to get even more involved with JetBlue and in the TrueBlue program by being recognized and rewarded for more than just flying. Participants will also earn TrueBlue points for most of the badges they collect. There are more than 280 badges that may be earned for things like interacting with TrueBlue partners, using social media, sharing your experience with friends and family and more.

A Family Pooling tutorial video is available at: jetblue.com/familypooling

Visit jetblue.com/trueblue for more information on the TrueBlue program.

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 190 aircraft, comprising 130 Airbus A320s, 1 Airbus A321 and 59 EMBRAER 190s. Upcoming destinations include Savannah, Ga. and Worcester, Mass. as well as Port-au-Prince, Haiti; Port of Spain, Trinidad and Tobago; and Lima, Peru, subject to receipt of government approval. For more information please visit JetBlue.com.

(a) Certain flights require more points and higher government taxes/fees to redeem award travel. The number of points required for a particular flight is based on the published base fare at the time of booking, which depends on, among other things, the flight chosen and applicability of peak travel periods. Taxes and fees apply to award flights, are the responsibility of the passenger, and will vary based on your departure and destination cities. For domestic award flights, taxes/fees range from $2.50-$5.00 for one-way and $5.00-$10.00 for roundtrip flights. For international award flights, taxes/fees range from $2.50-$82.10 for one-way and $22.34-$102.10 for roundtrip flights. Award flight fares also do not include fees for oversized/overweight/extra baggage and other fees for products/services sold separately. Taxes and fees must be paid at time of award flight booking and are subject to change as

required by law.

(b) All seats on JetBlue flights are available for booking using TrueBlue points. Even More Space seats are also available for the standard fee; TrueBlue Mosaic members may purchase Even More Space seats using the specified number of TrueBlue points required for the particular flight. No blackout dates apply to JetBlue operated flights. Blackout dates may apply to code share, interline, and partner flights.

SOURCE JetBlue Airways

Powered by SITECORE