Trick or Tweet At JetBlue's "House"

Oct 21, 2013

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Trick or Treat at JetBlue's "house" by tweeting @JetBlue #TrickOrTweet today only --

NEW YORK, Oct. 21, 2013 /PRNewswire/ -- JetBlue Airways (Nasdaq: JBLU) has a dish full of goodies and is waiting for a knock at our Twitter door. Today only, customers following @JetBlue on Twitter (http://twitter.com/jetblue) can tweet the airline at with the hashtag @JetBlue and #TrickOrTweet, and while limited supplies last, JetBlue will send you a direct message with a Halloween treat. Customers will receive a promo code while limited supplies last with a mystery discount off the base fare of a JetBlue flight booked today for travel on Halloween – October 31, 2013. (a) Some of these codes will be super sweet with big discounts off the base fare, but a few may feel more like a trick! Flight must depart from the U.S. (including Puerto Rico).

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

"Let's face it, we all knew what houses in our neighborhoods gave the best Halloween treats," said Roger Johnson, JetBlue's director of market planning. "Here's your chance to see what treats JetBlue is giving away this Halloween, and what tricks we might pull! You could get massively discounted travel, or you could get the tweetable version of a box of raisins or dental floss. You won't know until you tweet us."

Customers can redeem their promo codes by entering the code at http://jetblue.com/promo and searching for flights. The promo code will be applied today only off the base fare of a flight booked for October 31, 2013. For full details, customers can go to. www.jetblue.com/deals/trick-or-tweet

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 approximately 30 million customers a year to 79 cities in the US, Caribbean and Latin America with more than 750 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 Detroit, Mich., 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) **Restrictions:** Promo codes are subject to limited availability. This Trick-Or-Tweet promotion is for a limited time only; promotion may end at any time in JetBlue's sole discretion. Any promo code direct messaged to you is valid 10/21/13 only (11:59 PM ET) for a one-time mystery discount off the base fare of a JetBlue flight on 10/31/13 only; flight must depart from the U.S. (including Puerto Rico). If you elect to purchase a roundtrip flight with your promo code, both the departing and returning flight must be on 10/31/13. Discount value of promo code will be revealed when you search for a flight before you complete your purchase; purchase required at time of reservation. Code (case-sensitive) is valid for one-time use only for flights purchased on jetblue.com/promo; new bookings only; 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. Code is not valid in connection with JetBlue Getaways, award flights, taxes/fees, partner, code share or interline flights, oversized, overweight or extra baggage fees, or any other products or services. If fight reservation is changed or 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. If reservation is not changed/canceled prior to scheduled departure, all money associated with reservation is forfeited. Other restrictions apply. See http://www.jetblue.com/about/legal/legal.asp

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