JetBlue Asks Frequent Travelers, Are You up for the Challenge?

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The Customer-Centric Airline Announces the TrueBlue Mosaic Challenge and a TrueBlue Mosaic Status Match; TrueBlue Members and Travelers With Certain Status on Other Carriers Can Qualify for Mosaic Benefits (a)

NEW YORK, NY -- (Marketwired) -- 03/18/14 -- JetBlue Airways (NASDAQ: JBLU) recognizes the struggles that today's air travelers have in making sure their loyalty really does get rewarded, especially with the many recent changes to other carriers' frequent flier programs. Today, JetBlue is launching two ways for customers to see what sets its loyalty program, TrueBlue, apart from the rest:

- ***Mosaic status match*** - Anyone with specified status in qualifying loyalty programs (a) will automatically be eligible for TrueBlue Mosaic® ***through 2014*** simply by signing up for the Challenge.
- ***TrueBlue Mosaic® Challenge*** - Anyone who flies enough to meet the Challenge earns Mosaic benefits for the remainder of 2014 and 2015 (a).

"As other carriers devalue their loyalty programs for most of their fliers, TrueBlue is actually strengthening its value for members. In fact, we recently introduced features such as points that don't expire and Family Pooling," said Kelly Roe, JetBlue's director of loyalty and partnerships. "This is a great opportunity for travelers enrolled in other airline loyalty programs to see what makes TrueBlue and Mosaic unique. Our existing TrueBlue members now have a faster path to earn Mosaic and receive even more benefits."

Match and Challenge Details:

Starting today through April 18, 2014, TrueBlue members can sign up for the Mosaic Challenge.

Anyone with the specified status in one of the qualifying airline loyalty programs will be eligible for automatic Mosaic status match through 2014 when they sign up for the Mosaic Challenge (a). All that is required is proof of current status. Anyone is eligible to sign up for the Challenge, regardless of their status on other carriers.

Customers who complete the challenge, where participants have 90 days to earn 3,750 base (qualifying) flight points, will receive Mosaic status for the rest of 2014 through December 31, 2015 (a). Base flight points equate to three points per $1 a customer earns on the base fare of their individual JetBlue flight.

For information and instructions on the Mosaic Challenge or to automatically qualify for Mosaic status match, visit jetblue.com/mosaicchallenge.

TrueBlue Mosaic provides JetBlue's most frequent fliers with more points, benefits and exclusive offers from valuable partners. To qualify for Mosaic, TrueBlue members must purchase and fly 30 JetBlue flight segments plus earn 12,000 base flight points or earn 15,000 base flight points within the calendar year (b). Mosaic benefits include extra bonus points for every eligible $1 spent, bonus points for qualification, and second bag always flies free (c). For a full list of Mosaic benefits, visit trueblue.jetblue.com/web/trueblue/mosaic.

(a) ***TrueBlue Mosaic® Challenge Terms:*** *You must apply for the TrueBlue Mosaic Challenge ("Challenge") by April 18, 2014 (11:59 PM EST) by emailing mosaicchallenge@jetblue.com with your valid and current TrueBlue number in the body of the email. If you are currently enrolled in one of the eligible airline loyalty programs with the specified eligible status, your email also must include proof of your current enrollment and status. Eligible airline loyalty programs and statuses are: Delta® SkyMiles Medallion® Gold, Platinum or Diamond ; United® MileagePlus® Premier® Gold, Platinum or Premier1K®; American Airlines® AAdvantage Platinum® or Executive Platinum®; US Airways® Dividend Miles Preferred Gold, Platinum or Chairman; Southwest® Rapid Rewards® A-List Preferred or Companion Pass; and Alaska Airlines® Mileage PlanTM MVP® Gold or MVP® Gold 75k. Travelers showing valid enrollment and status with an eligible loyalty program will qualify for TrueBlue Mosaic status for the remainder of 2014; other participants must complete the Challenge in order to enjoy Mosaic status for the remainder of 2014; all participants must complete the Challenge in order to enjoy Mosaic status for 2015 (1/1/15 - 12/31/15). Mosaic status and benefits will not be effective until JetBlue notifies you via email of your Mosaic status; no retroactive Mosaic status or benefits will be granted. JetBlue will have the right to deny any application or to refuse entry into the Challenge or to deny Mosaic status to anyone, in JetBlue's sole discretion. In order to successfully complete the Challenge, accepted participants must earn 3,750 base flight TrueBlue points within the 90-day period specified by JetBlue, in its sole discretion. Base flight TrueBlue points are the 3 points per $1 that TrueBlue members earn on the base fare of their individual JetBlue flight. JetBlue flights are flights operated by JetBlue and purchased with a JetBlue flight number. All other bonus points, partner points, booking bonuses or any other points will not count towards the 3,750 point requirement. You must enter your TrueBlue number at the time of booking a JetBlue flight in order to earn TrueBlue points towards the Challenge. The amount of base flight points earned by a Challenge participant will be solely determined by JetBlue and its tallying. JetBlue will be the sole and official timekeeper that will determine, in its sole discretion, when the 90-day Challenge period for a participant begins and ends. Whether or not a Challenge participant has completed the Challenge and earned TrueBlue Mosaic will be solely determined by JetBlue. JetBlue shall not be obligated to review any records or other documents or information from Challenge participants or to consider any arguments by Challenge participants. JetBlue shall have the right to disqualify from the Challenge any participant JetBlue deems, in its sole discretion, has violated the terms of the Challenge or engaged in any type of fraud, misrepresentation or improper conduct. JetBlue may, in its sole discretion and for any reason, without notice or liability, modify or terminate the Challenge at any time. All deadlines based on Eastern Standard Time. Additional restrictions*

apply. See the TrueBlue Terms and Conditions for details.

(b) JetBlue flights are flights operated by JetBlue and purchased under a JetBlue flight number. Base flight points are the 3 points per $1 you earn on the base fare of your individual JetBlue flight purchase. A "segment" means any origin-destination pair; a one-way flight (whether non-stop or including a connection) is one segment, and a roundtrip flight (whether non-stop or including a connection) is two segments. Award flights do not count towards Mosaic. Mosaic membership is good for one calendar year. Additional restrictions apply. See the TrueBlue Terms and Conditions for details.

(c) Free checked baggage subject to weight and size limits and exceptions for itineraries including flights marketed or operated by other airlines.

About TrueBlue

TrueBlue®, JetBlue's loyalty program, is free to join and includes the ability to use points for any seat on any JetBlue operated flight with no blackout dates, and redemptions starting at just 5,000 points and $2.50 taxes/fees. Members can now earn and keep points without the fear of expiration due to account inactivity since TrueBlue points never expire. Families and small groups can also elect to earn and share TrueBlue points through Family Pooling. Visit jetblue.com/trueblue for more information.

About JetBlue Airways

JetBlue is New York's Hometown Airline™ and a leading carrier in Boston, Fort Lauderdale/ Hollywood, Los Angeles (Long Beach), Orlando and San Juan. JetBlue carries 30 million customers a year to 85 cities in the U.S., Caribbean and Latin America with an average of 800 daily flights. JetBlue was the first U.S. airline to allow customers to use their personal electronic devices throughout all domestic flights. With JetBlue, all seats are assigned, all fares are one-way, and an overnight stay is never required. For more information please visit JetBlue.com.

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