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TrueBlue Receives Highest Overall Score in Helping Customers Maximize Earning and Redeeming Meaningful Rewards

NEW YORK, NY -- (Marketwired) -- 08/05/14 -- JetBlue Airways' (NASDAQ: JBLU) TrueBlue loyalty program was recognized today with the number one spot on the 'Best Airline Rewards Program' list by U.S. News & World Report, which celebrates the best loyalty programs amongst the travel industry. Using a sophisticated methodology, the ranking system identifies the top frequent flier programs weighing six components: airline quality ratings, flight volume, geographic coverage, free flight options, added benefits and ease of earning a free round-trip flight.

"As an airline renowned for its customer service, JetBlue is constantly looking for ways to earn and grow our customers' loyalty, one flight at a time," said Kelly Roe, director of loyalty and partnerships, JetBlue Airways. "Today's travelers want to make sure their loyalty really does get rewarded, and JetBlue has continued to do what we do best -- offer an award-winning experience, differentiated products and an easier path to redeem rewards. Earning the #1 spot on U.S. News & World Report's coveted list speaks volumes about our dedication to providing a best-in-class program for all customers."

"Our goal is to take the guesswork out of choosing a travel rewards program," said Miriam Weiner, lead travel editor at U.S. News. "The programs that rank at the top of our lists make it easy to earn free flights or hotel stays while offering benefits that travelers value, such as complimentary upgrades and free checked bags."

JetBlue has successfully carved out a niche by focusing on delivering substantial value to customers with its loyalty program, including no blackout dates, all seats availability (a), points that never expire, and the ability to earn and share points with a small group through Family Pooling (b), unlimited complimentary inflight snacks and non-alcoholic beverages, and live inflight entertainment featuring free DIRECTV and free XM Satellite Radio at every comfortable seat (c). Customers can expect outstanding service from the friendliest crewmembers in the sky while they kick back and enjoy in spacious aircraft cabins, which offer the most legroom in coach of any U.S. airline (d).

With a range of TrueBlue benefits and badges, JetBlue consistently delivers on its promise to provide a loyalty program that rewards all customers, regardless of their travel frequency. With bonuses, such as six points per eligible dollar spent for booking on JetBlue.com (e), flying in Even More® Space (a), booking your pet with JetPaws™, and planning your trip with JetBlue Getaways, rewards add up fast, and the points you earn are the points you keep. Acknowledging that some customers choose JetBlue exclusively for family travel, while others mix business and personal travel, Mosaic and Family Pooling offer tailored solutions that pay out for travelers of all kinds. JetBlue's most loyal customers qualify for Mosaic, which means more points, benefits and exclusive offers all from flying 30 segments plus 12,000 base flight points or earning 15,000 base flight points within a calendar year (f), while Family Pooling allows small groups of friends and families to earn and share points together to earn Award Flights faster (g). Additional information about TrueBlue and how to register can be found here: https://trueblue.jetblue.com.

ABOUT U.S. NEWS & WORLD REPORT

U.S. News & World Report is a multi-platform publisher of news and analysis, which includes the digital-only U.S. News Weekly magazine, www.usnews.com and www.rankingsandreviews.com. Focusing on Health, Personal Finance, Education, Travel, Cars and Public Service/Opinion, U.S. News has earned a reputation as the leading provider of service news and information that improves the quality of life of its readers. U.S. News & World Report's signature franchise includes its News You Can Use® brand of journalism and its annual "Best" series of consumer Web guides and publications that include rankings of colleges, graduate schools, hospitals, mutual funds, health plans and more.

Today's announcement can be found here: http://travel.usnews.com/Rankings/Travel-Rewards/.

ABOUT JETBLUE AIRWAYS

JetBlue is a leading carrier in New York, Boston, Fort Lauderdale/Hollywood, Los Angeles (Long Beach), Orlando and San Juan. JetBlue carries 30 million customers a year to 86 cities in the U.S., Caribbean and Latin America with an average of 850 daily flights. With JetBlue, all seats are assigned, all fares are one-way, and an overnight stay is never required. For more information please visit www.JetBlue.com.

***(a)** All seats on JetBlue flights are available for booking using TrueBlue points. Even More® Space seats are also available for the applicable extra fee. **(b)** Family Pooling Terms apply **(c)** DIRECTV and XM Satellite Radio service are not available on most flights outside the continental United States. **(d)** JetBlue offers the most legroom in coach, based on average fleet-wide seat pitch for U.S. airlines. **(e)** TrueBlue Members will earn three (3) TrueBlue points per dollar spent on the base fare of their individual JetBlue flight plus three (3) bonus points per dollar for JetBlue flights booked on JetBlue.com. Points will be earned on the base fare of the flight only. Points will not be earned on government taxes/fees or other fees or charges (e.g., travel insurance, change/cancel fees, etc.). JetBlue flights are flights operated by JetBlue and purchased under a JetBlue flight number. TrueBlue Terms and Conditions apply. **(f)** 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.

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