JetBlue Mints a New Way to Fly to San Francisco

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Mint Offers Private Suites, the Longest Fully-Flat Bed and Widest Seat on Domestic U.S. Routes (a); Mint Fares Start at an Industry-Shattering $599 One Way (b)

NEW YORK, NY -- (Marketwired) -- 10/26/14 -- JetBlue Airways (NASDAQ: JBLU) today launches its interpretation of premium service, Mint, between New York's John F. Kennedy Airport (JFK) and San Francisco International Airport (SFO). Mint, which launched on June 15 between JFK and Los Angeles International Airport (LAX), has quickly proved a success with both customers and media. JetBlue is also ramping up service between New York and San Francisco in the coming months, increasing to up to five daily roundtrip flights by first quarter 2015.

JetBlue's critically acclaimed Mint service features the widest seat and longest fully-flat bed in the U.S. domestic market and four private suites among the 16 seats. With the introduction of Mint, JetBlue is now the only airline in America and one of the few in the world to offer customers a private suite. The Mint Experience also features a 15-inch flat screen with 100+ channels of DIRECTV® programming and more than 100 channels of SiriusXM® satellite radio.

"Customer feedback on Mint has been overwhelming since this service launched in June. We are now excited to expand to the Bay Area and offer the Mint Experience to those traveling between New York and San Francisco. JetBlue has truly minted a new way to fly that is above and beyond the standard that customers have come to accept. To the delight of transcontinental travelers, Mint is also available at a significantly lower fare than other airline's premium services," said JetBlue President Robin Hayes.

San Francisco commitment

As a responsible corporate citizen, JetBlue focuses on inspiring humanity by supporting initiatives that support youth, education, community and the environment. As part of JetBlue's ongoing commitment to San Francisco and the Bay Area, the airline will offset the carbon dioxide equivalents (CO2e) for an entire year on all A321 flights between SFO and JFK in partnership with Carbonfund.org. Additionally, through JetBlue's partnership with Two Degrees Food, a buy-one-give-one food brand. 1,000 meals per day will be donated to the homeless in San Francisco for the month of November.

Mint

Mint fares start at an industry-shattering $599 one way (b), much lower than any competitors' premium offering and are available between New York (JFK) and San Francisco (SFO), as well as between New York (JFK) and Los Angeles (LAX). To book seats or find out more details about Mint, visit jetblue.com/Mint. By December 19, 2014, JetBlue will offer up to seven daily flights between JFK and LAX.

JetBlue has teamed up with a number of unique partners to provide a distinctive product with Mint. From a tapas-style menu curated by popular New York City restaurant Saxon+Parole, wines selected by its new wine expert Jon Bonné (Wine Editor of the *San Francisco Chronicle*), and customized amenity kits from Birchbox, to organic desserts by Blue Marble Ice Cream and a sweet treat from Mah-ze-Dahr Bakery, Mint customers will enjoy the latest products and delicious cuisine providing refresh-mint, entertain-mint and rejuvenation during and after their flight.

Mint is available on the brand new Airbus A321 aircraft that are being continuously added to JetBlue's fleet. JetBlue's A321 fleet with Mint will total 11 aircraft by the end of first quarter 2015. The Mint seat is fully customized to JetBlue's requirements and features:

- 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 domestic 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
- Built-in massage function
- 15-inch flat screen with 100+ channels of DIRECTV® programming and 100+ channels of SiriusXM® satellite radio
- Shoe storage
- Dual 110volt power outlets with two USB ports
- "Wake me for service" indicator, allowing customers to customize their service needs
- Pre-departure signature drink, followed by a cocktail and amuse-bouche once airborne
- Curated menu by popular New York City restaurant Saxon + Parole
- Customers will customize their meal by choosing among five offerings, comfort food with a twist, served tapas-style
- Customized men's and women's kits amenity kits by partner Birchbox
- Dessert from Blue Marble Ice Cream
- Sweet treats from Mah-ze-Dahr Bakery

New A321 aircraft also feature a refreshed core experience

JetBlue's brand new Airbus A321 aircraft also feature an enhanced core product, including a new world-class seat designed to maximize comfort, larger 10.1" personal screens offering 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 (c), as well as more comfort. All A321s are also equipped with Fly-Fi, JetBlue's superfast and revolutionary Wi-Fi product.

JetBlue already provided unlimited snacks and soft drinks, an offering that will be expanded aboard Mint aircraft. To add even more to the core experience on New York-Los Angeles/San Francisco flights, JetBlue created the Inflight Marketplace concept for all new Airbus A321s, a complimentary self-serve station full of snacks, soft drinks and water for customers to enjoy at their convenience throughout the flight.

About JetBlue Airways

JetBlue is New York's Hometown™ Airline and a leading carrier in Los Angeles, as well as Boston, Fort Lauderdale-Hollywood, and Orlando and San Juan. JetBlue carries more than 30 million customers a year to 86 cities in the U.S., Caribbean and Latin America with an average of 800 daily flights. New service to Curaçao begins December 2. With JetBlue, all seats are assigned, all fares are one-way, an overnight stay is never required and the first checked bag is included in the standard fare (subject to weight and size limits and exceptions for itineraries including flights marketed or operated by other airlines). For more information please visit JetBlue.com.

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

(b) 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) JetBlue offers the most legroom in coach, based on average fleet-wide seat pitch for U.S. airlines.

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