JetBlue Welcomes South African Airways as TrueBlue Partner

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TrueBlue Members Can Earn Points Traveling on South African Airways; TrueBlue Members Can Win an Exclusive South African Holiday, Including Business Class Flights and Visits to Cape Town, Cape Wine Region and the Kruger National Park

NEW YORK, NY -- (Marketwired) -- 11/05/14 -- JetBlue Airways (NASDAQ: JBLU) has welcomed Africa's leading and most awarded airline, South African Airways (SAA), to its award-winning loyalty program TrueBlue. The two airlines have partnered since 2010. JetBlue's TrueBlue members can now earn points when they travel on any flight operated by South African Airways. For all information on TrueBlue's latest partner, please check out https://trueblue.jetblue.com/web/trueblue/saa.

"We are pleased to add another world-class airline to our loyalty program. Our TrueBlue members can now earn points when they fly on South African Airways' flights from the US or anywhere on their network. Next year, members will also be able to redeem their points to fly on SAA. We look forward to continuing to expand our partnership," said Robin Hayes, President, JetBlue.

To celebrate South African Airways' entry into the TrueBlue loyalty program, one lucky TrueBlue member will win a nine-day South African Adventure for two, courtesy of South African Airways and South African Airways Vacations. The package includes Business Class travel on SAA between the U.S. and South Africa (connecting flights provided by JetBlue), four nights' accommodation in Cape Town and two nights at a private safari game lodge adjacent to the Kruger National Park, including safaris and other activities throughout the trip. All details will be provided when the sweepstakes launches on November 28 (no purchase necessary). To become a TrueBlue member and participate, please sign up for free at https://trueblue.jetblue.com.

"South African Airways is delighted to build upon the successful partnership that we established with JetBlue over five years ago, by offering enhanced benefits for both our customers through our respective frequent flyer programs," said Marc Cavaliere, Executive Vice President-North America & Global Alliances. "We offer the most service from the U.S. to South Africa and an extensive route network of 40 destinations throughout the African continent, which will provide TrueBlue members with new points earning opportunities when they fly the award-winning services of SAA."

As codeshare partners, JetBlue's "B6" code is on SAA-operated flights between the U.S. and Johannesburg, South Africa, and between the U.S. to Dakar, Senegal, as well as on connecting flights to select destinations beyond Johannesburg including Cape Town, Durban, East London and Port Elizabeth, South Africa.

Customers purchasing a codeshare itinerary will benefit from having a single ticket combining SAA- and JetBlue-operated flights as well as conveniences on their day of travel including one-stop check-in and baggage transfer. SAA flies each day between New York's John F. Kennedy International Airport (JFK) and Johannesburg's O.R. Tambo International Airport (JNB), as well as daily between Washington's Dulles International Airport (IAD) and Johannesburg, via Dakar, Senegal. From Johannesburg, SAA offers an extensive route network with convenient connections to points throughout southern and eastern Africa, including Cape Town, Kenya, Mauritius, Namibia, Tanzania and Zambia, to name a few.

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, 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). With bonuses, such as six points per eligible dollar spent for booking on JetBlue.com (c), 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 (d), while Family Pooling allows small groups of friends and families to earn and share points together to earn Award Flights faster (b). Additional information about TrueBlue and how to register can be found here: https://trueblue.jetblue.com.

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 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. Flights to Curaçao will launch on December 2, 2014; subject to receipt of government approval. With JetBlue, all seats are assigned, all fares are one-way, an overnight stay is never required and the first checked bag is free (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.

About South African Airways

South African Airways (SAA), Africa's most awarded airline, operates from Johannesburg, South Africa, to 38 destinations worldwide. In its domestic market SAA has an extensive schedule operating 554 flights in total per week between Johannesburg - Cape Town, Durban, East London and Port Elizabeth,

from its Johannesburg hub, as well as code-shared flights between Lanseria - Cape Town and Durban. SAA offers more frequencies than any other airline in South Africa.

Regionally, SAA offers 24 destinations across the African continent including Abidjan, Accra, Blantyre, Brazzaville, Cotonou, Dakar, Dar es Salaam, Douala, Entebbe, Harare, Kinshasa, Lagos, Libreville, Lilongwe, Livingstone, Luanda, Lusaka, Maputo, Mauritius, Nairobi, Ndola, Pointe Noire, Victoria Falls and Windhoek.

SAA's international network creates links to all major continents from South Africa through 10 direct routes and code shares, with daily flights from Johannesburg to London (Heathrow), Frankfurt, Munich, Mumbai, Perth, Hong Kong, Beijing, New York, Washington, and Sao Paulo. SAA has code share agreements with 29 other airlines across the markets it serves. The airline has extended its code share agreement with Mango, its low cost operator, to also include coastal cities in South Africa (between Johannesburg and Cape Town, Durban, Port Elizabeth and George), as well as Johannesburg - Bloemfontein; Cape Town - Bloemfontein and Cape Town - Port Elizabeth.

SAA is a Star Alliance member which offers more than 18,500 daily flights to 1,316 airports in 192 countries. SAA is the winner of the 'Best Airline in Africa' Award in the regional category for twelve consecutive years. Mango and SAA hold the number one and number two successive spots as South Africa's most on-time airlines.

(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)*** *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.* ***(d)*** *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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