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Airline Launches "Vets in Blue" Platform Honoring Veterans With a Special Aircraft, an Ongoing Pledge to Veteran Hiring, Opportunities for Customers to Help Veterans Make It Home for the Holidays and an Enhanced Veteran Discount Program (a)

NEW YORK, NY -- (Marketwired) -- 11/10/14 -- JetBlue Airways (NASDAQ: JBLU), New York's Hometown Airline™, is celebrating this Veterans Day in a rather unique way. Today the airline is honoring a group of current and former members of the United States Armed Forces spanning several generations, with a special charter flight from New York to Washington, DC and a once-in-a-lifetime experience. Upon arrival at New York's JFK Airport, this select group of veterans will receive a treat as the airline reveals its newest livery, "Vets in Blue."

The inaugural flight on the "Vets in Blue" aircraft will include nearly 120 veterans who were nominated for a trip from JFK to Ronald Reagan National Airport (DCA) in Washington, DC. Much to their surprise, JetBlue is saluting these service members by welcoming them aboard as the first travelers on "Vets in Blue." The first "Vets in Blue" flight will also include JetBlue crewmembers who are veterans of military service.

Fittingly, the first two pilots in the cockpit and the four inflight crewmembers will consist of all veterans. "We are excited to publicly introduce our 'Vets in Blue' aircraft and pledge our ongoing support for all members of the U.S. military, whether presently serving or veterans of past service. To christen this newly decorated livery, JetBlue invited military guests spanning from Junior ROTC cadets of Aviation High School to veterans of World War II to be among the first guests on this special aircraft," said Jeff Martin, first officer for this special charter flight. Martin is currently senior vice president of operations at JetBlue and a former U.S. Air Force pilot.

After arriving at DCA, JetBlue will host a luncheon in DCA's historic Terminal A where Margaret E. McKeough, executive vice president and chief operating officer of the Metropolitan Washington Airports Authority, General Stanley McChrystal, JetBlue board member and JetBlue's President, Robin Hayes, will provide inspirational remarks. Following the luncheon, veterans and other guests from the Cradle of Aviation Museum & Education Center, USO, the National WWII Museum, Purple Heart Homes, the American Legion, and the U.S. Army Soldier for Life Program will receive personalized tours of some of the veterans monuments of our nation's capital, including the Disabled Veterans, WWII, Vietnam and Lincoln Memorials.

"'Vets in Blue' is JetBlue's unique way to salute veterans both at our airline and in our local communities. It is our duty to honor the brave men and women who put their lives on the line to protect our freedoms. Our 'Vets in Blue' livery and program is a small symbol of our appreciation and support for our military service members," said Dave Barger, chief executive officer, JetBlue Airways.

This freshly designed aircraft, painted blue and adorned with a yellow ribbon, a popular symbol of support for our nation's troops, is just one way JetBlue honors those who have selflessly served and fought for our freedoms. In addition to the "Vets in Blue" livery, JetBlue's "Vets in Blue" platform includes:

- ***A commitment to veteran hiring*** - JetBlue is committed to veterans hiring and recently partnered with 100,000 Jobs Mission, an organization committed to helping transitioning service members and other veterans find employment. With more than 1,100 veterans currently employed by the airline including 193 hired this year, JetBlue also recently launched VetConnect, its first vet-to-vet peer mentoring program. This initiative helps newly hired veteran crewmembers transition from military service to life at JetBlue.
- ***Home For the Holidays*** *(b)* - This Veterans Day, JetBlue would like to help veterans and active duty military make it home for the 2014 holiday season. Customers can nominate their veteran friends for a chance to receive a JetBlue flight by submitting their stories from November 10-20, 2014 at JetBlue.com/military. JetBlue will provide flights based on seat availability to selected veterans throughout December 2014. Customers are encouraged to share their veteran's desired travel dates and home cities. JetBlue will select and notify the lucky recipients directly. Subject to contest rules and conditions.
- ***A discount for veterans in partnership with Veterans Advantage:*** JetBlue, in partnership with Veterans Advantage, is also introducing a new discount program for U.S. active duty military, retired Veterans, National Guard and Reserve and their families (a). Members enrolled in Veterans Advantage will receive a 5 percent discount off of base fares on JetBlue flights with no blackout dates. JetBlue will also waive its standard $25 phone booking fee when Veterans Advantage members call 1-800-JETBLUE to book with their discount. Members enrolled in TrueBlue, JetBlue's loyalty program, will also earn points from their trips for use on future travel. Active military members and their dependents will be able to pre-board flights and check up to five bags for free when traveling on duty or two bags for free on leisure trips (c). For more information visit JetBlue.com/military.

"Vets in Blue" is the latest addition to JetBlue's exclusive legion of partnership aircraft celebrating organizations and causes, including "Blue Bravest," which raises awareness for the FDNY Foundation, and "I Love New York," highlighting New York State Tourism. On Veterans Day, customers are encouraged to keep an eye out for a first glimpse of "Vets in Blue" as it travels to destinations including Boston, Dallas, Fort Lauderdale, New York, Orlando and

Washington, DC.

The new "Vets in Blue" platform and livery is just one example of JetBlue's ongoing support for men and women in uniform. JetBlue proudly supports veterans causes by providing financial support and engaging in partnerships with organizations including Wounded Warrior Project, Bob Woodruff Foundation, Long Beach Waterfront Warriors, Fisher House, Rangers Lead the Way Foundation, Yellow Ribbon Fund, Commit Foundation, Alethia and the National WWII Museum. JetBlue also recently donated space for the USO Center T5/JFK, the first center at a New York area airport in nearly a decade. The thousands of troops and their families who pass through JFK every year now have a new place to call home. The new fully stocked Center is located in JetBlue's T5 and is open seven days a week, 365 days per year. The airline encourages customers who want to volunteer at a USO Center to visit www.USOVolunteer.org.

Photos of the "Vets in Blue" livery are available here.

Time lapse video of the aircraft paint process is available here.

B-roll of the special veterans charter will be available, please contact JetBlue at (718) 709-3089 or corpcomm@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. New service to Curacao begins in December. With JetBlue, all seats are assigned, all fares are one-way, an overnight stay is never required and the first bag is included with your 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) Rules and restrictions apply: Veterans Advantage members will receive a 5% discount off the base fare for all JetBlue flights booked by March 23, 2015. To qualify, at least one Customer on the reservation must be a member in good standing of the Veterans Advantage program at time of booking. Joining Veterans Advantage requires payment of a membership fee, and compliance with certain Terms of Service. Customers may be eligible to enroll in a 30 day trial of Veterans Advantage, to discover this discount and other special benefits. To book a flight with the discount, Veterans Advantage members must call 1-(800)-JET-BLUE (538-2583). Discount is not available for online bookings or any other booking method. Discount is valid on base fare for JetBlue flights only, and is not valid in connection with JetBlue Getaways vacation packages, TrueBlue award flights, flights on partner airlines, baggage or other fees, surcharges, taxes, or any other products or services. Discount cannot be combined with other offers or discounts, is not applicable to special Military (MIL) fares, cannot be partially redeemed, has no cash value, is not redeemable for cash, and is non-transferable. Other restrictions apply, see General Terms for details.

(b) NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCES OF WINNING. Contest starts at 7:00:00 AM ET on 11/10/14 and ends at 11:59:59 PM ET on 11/20/14. Open to legal residents of the U.S., DC & PR who are at least 18 years old at time of entry. Void outside the U.S., DC, PR and where prohibited. Up to 50 Prizes valued at $299 each will be awarded. Odds of winning depend upon the number of eligible entries received. See Official Rules at vetsinblue.com or complete details and entry instructions. Sponsor: JetBlue Airways, 27-01 Queens Plaza North, NY 11101. All rights reserved.

(c) [Active duty U.S. military members traveling on orders, and dependent family members traveling with them on the same itinerary, will receive up to 5 checked bags each at no charge. Active duty U.S. military members traveling for leisure, and dependent family members traveling with them on the same itinerary, will receive up to 2 checked bags each at no charge. To qualify, active military members traveling on orders must show travel orders and a valid DoD Common Access Card (CAC), and members traveling for leisure must show a valid DoD CAC, at airport ticket counter to verify eligibility. Subject to weight and size limits, and exceptions for itineraries including flights marketed or operated by other airlines. Other restrictions apply.

Photo Caption: JetBlue celebrates Veterans Day by revealing "Vets in Blue" - a new livery dedicated to military service members.

The following files are available for download:

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