JetBlue Means Business With the Launch of Free Corporate Booking Tool -- Blue Inc.(TM)

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Blue Inc. Enables Small and Mid-Sized Businesses to Manage Corporate Travel With Ease and Offers Rewards for Both Travelers and Companies

NEW YORK, NY -- (Marketwired) -- 06/16/15 -- JetBlue Airways (NASDAQ: JBLU) today announced Blue Inc., a unique online booking tool which allows small and mid-sized businesses to manage their corporate travel. Blue Inc. offers travelers greater convenience at a reasonable price point, making business travel easy. Businesses can sign up for Blue Inc. for free at www.jetblue.com/blueinc and then invite employees to manage their own corporate travel (a).

The Blue Inc. web portal offers:

- Easy accessibility from any device
- A streamlined experience for corporate travel managers and business travelers
- The ability to manage bookings and store credit cards
- Access for administrators to help manage bookings
- The opportunity for multiple travelers to be booked at once for team travel, with personalized itineraries and separate payment options for each traveler, if needed
- TrueBlue points for both the company and traveler

"Traditionally, business travel tools have been very expensive and were reserved for big businesses with huge travel budgets. Small or mid-sized businesses were left to book through traditional consumer channels without any of the benefits of a corporate booking tool," said Dennis Corrigan, vice president, sales and revenue management, JetBlue Airways. "We developed Blue Inc. with those businesses in mind. With Blue Inc. smaller companies can now manage their travel with JetBlue as efficiently as larger businesses, all while being rewarded along with their travelers."

Blue Inc. also includes TrueBlue for Businesses -- a feature that rewards both companies and business travelers with loyalty points. Companies will earn three loyalty points per dollar spent on JetBlue flights for employee travel booked through the portal. Businesses can then grant access to redeem these points to registered travelers within the company. Additionally, travelers earn six TrueBlue points per dollar spent on JetBlue flights booked through Blue Inc. for their individual TrueBlue accounts by integrating their existing TrueBlue accounts.

With JetBlue's TrueBlue loyalty program, there are no blackout dates, all seats are available (b), and points never expire. With a range of TrueBlue benefits, JetBlue consistently delivers on its promise to provide a loyalty program that rewards all customers, regardless of their travel frequency. JetBlue's most loyal customers can qualify for Mosaic, which means more points, benefits and exclusive offers, all from flying 30 segments plus 12,000 base flight points, or by earning 15,000 base flight points within a calendar year (c). Additional information about TrueBlue and how to register can be found here: https://trueblue.jetblue.com.

Blue Inc. is a one-stop shop for booking flights, hotel and rental cars including an option to reserve rental cars with exclusive rates from JetBlue preferred partners, Avis and Budget. The portal provides travel managers with the tools to set travel budgets and track spending in one convenient location. Customers and business owners can learn more or sign up for Blue Inc. at https://blueinc.jetblue.com/about_blueinc.html.

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 90 cities in the U.S., Caribbean, and Latin America with an average of 875 daily flights. For more information please visit JetBlue.com.

***(a)** Blue Inc. Terms apply.**(b)**All seats on JetBlue flights are available for booking using TrueBlue points. Even More® Space seats are also available for the applicable extra fee. **(c)**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 the remaining calendar year in which the Member earned Mosaic status, as well as the following calendar year only.Additional restrictions apply. See the TrueBlue Terms and Conditions for details.*

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