Fast Company 'Innovation by Design' Awards Recognizes JetBlue's Mint for Bringing Humanity Back to Premium Air Travel

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NEW YORK, NY -- (Marketwired) -- 09/14/15 -- JetBlue (NASDAQ: JBLU) today announced that its highly acclaimed Mint experience has been named a finalist in *Fast Company's* 2015 Innovation By Design Awards. The awards honor innovative and disruptive design that pushes boundaries and seeks to change the world.

For years, airlines have neglected their "business class" cabins, offering travelers a stale, unfriendly experience at sky-high fares or through complicated upgrade schemes. JetBlue saw an opportunity to create its own refreshing take on premium travel with a completely rethought design and a more human approach to service, addressing the needs of the modern traveler.

"We designed Mint knowing that travelers in so-called premium cabins weren't being offered much more than a premium price," said Jamie Perry, vice president brand and product development, JetBlue. "We believed we could do it better and at a price that gives more customers access. We freed our design team of limitations, setting a goal to create solutions to challenges facing today's traveler and we only approved the ideas that served a purpose."

The result has disrupted the entire transcontinental market. Mint features a thoughtful product offering and exceptional hospitality from specially trained crewmembers. Mint service includes a specialty cocktail, a tapas-style menu by New York City restaurant Saxon + Parole, fresh coffee from the first purposely-built cappuccino machine for a U.S. airline, amenity kits by Birchbox, and dessert from Blue Marble and Mah-ze-Dahr Bakery. Mint aircraft include private suites, the widest seat and longest fully-flat bed in the U.S. domestic market (a), a 15-inch flat screen with 100+ channels of DIRECTV® programming and more than 100 channels of SiriusXM® satellite radio, and free broadband connectivity with its acclaimed Fly-Fi service.

Mint was selected as a finalist out of more than 1,500 international submissions across 14 categories. All of the finalists are highlighted in the October issue of the print magazine, which hits newsstands today. This year's judging panel was comprised of the world's best design minds.

Mint first launched in 2014 with flights between New York's John F. Kennedy International Airport and Los Angeles International Airport and San Francisco International Airport. Building on its early success, JetBlue will expand Mint service to the Caribbean this November and, in spring 2016, Mint will add Mint service between Boston and the west coast.

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 32 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.

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

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