JetBlue LIVE Lands in Puerto Rico Featuring a Special Performance by Puerto Rican Singer/Songwriter Pedro Capo

Nov 19, 2015

JetBlue and the Santander JetBlue Mastercard Bring the Airline's Award-Winning Pop-Up Concert Series to Luis Munoz Marin International Airport in San Juan, Puerto Rico on Thursday, December 3, 2015

NEW YORK, NY -- (Marketwired) -- 11/19/15 -- JetBlue Airways (NASDAQ: JBLU), the largest carrier in Puerto Rico offering up to 52 daily flights to the island, today announces the first JetBlue LIVE concert experience in San Juan. In partnership with MasterCard and Banco Santander, JetBlue is providing an exclusive pop-up performance featuring popular Puerto Rican singer/songwriter and actor -- Pedro Capo. This concert, sponsored by the Santander JetBlue MasterCard, will take place on Thursday, December 3, 2015 at 4:30 p.m. at Luis Muñoz Marín International Airport (SJU) in San Juan, one of JetBlue's six focus cities. This concert will be available exclusively to lucky travelers, select Santander JetBlue MasterCard cardmembers and contest winners selected by Pedro Capo.

JetBlue LIVE is JetBlue's signature live music platform and includes the airline's award-winning Live From T5 Concert Series. This will be the third JetBlue LIVE concert held outside of T5 at JFK Airport in New York. This also marks the first show in Puerto Rico. Past JetBlue LIVE concerts have featured Lady Antebellum and Gary Clark, Jr.

A modern-day renaissance man, Pedro Capo has starred in major motion pictures, performed in hit theatrical productions, wrote widely-acclaimed songs for award-winning international superstars including Ricky Martin and Ednita Nazario and boasts seven #1 radio singles in Puerto Rico. This concert will serve as a homecoming for Pedro. Born in San Juan, Puerto Rico, he lives a life of free-thinking and inspiration. He's the grandson of famous Puerto Rican singer Bobby Capo and son of the well-remembered singer and founder of the Salsa nueva trova, also named Bobby Capo. Pedro is the third in a family of tradition that left its stamp on Latin music and Puerto Rican culture.

"We are excited to expand our JetBlue LIVE platform to incorporate additional JetBlue focus cities and provide this exclusive experience to even more customers," said Chan Tran, social media and content analyst, JetBlue. "JetBlue provides the most seats to Puerto Rico, so bringing this concert series to San Juan and collaborating with Puerto Rico native Pedro Capo was the perfect fit. Pedro Capo is characteristic of the vibrancy of Puerto Rico. His music reflects an intersection of love and life. Much like JetBlue, he seeks to inspire others through his work with forward-thinking messages."

Customers heading to Puerto Rico can enjoy added convenience with JetBlue Getaways, an option to bundle flights and hotels with car rentals and other amenities. Those traveling through Luis Muñoz Marín International Airport on December 3 will be serenaded with Pedro Capo's chart-topping hits. Travelers will have the opportunity to enjoy a unique and breathtaking intimate concert, all while waiting for their flights.

"I'm so excited to be working on this project with JetBlue. It is truly an honor to be able to share my music from such a cool platform. I'm very much looking forward to the live show which will definitely be a blast. Music and travel go hand in hand, so let's pump up the volume and let the tunes fly," said Pedro Capo.

Santander JetBlue MasterCard offers its customers the ability to take full advantage of all benefits in JetBlue's TrueBlue® loyalty program including, points that don't expire, no blackout dates on JetBlue-operated award flights and easy access, convenience, security, great benefits and value throughout their shopping experience.

JetBlue LIVE started with the Live From T5 Concert Series which takes place at JetBlue's home terminal -- T5 -- at New York's JFK International Airport. This innovative live music platform enhances the customer experience for those traveling through T5. It features surprise concerts, just for ticketed customers, from a refreshing mix of both emerging artists and top recording acts. Since 2009, these pop-up shows have featured performances by an array of artists across various musical genres including Taylor Swift, Boyz II Men, Ella Henderson, Aloe Blacc, Carly Rae Jepsen, Vance Joy, Ellie Goulding, Emeli Sande, Jason Derulo, Daughtry and more.

For more information on Pedro Capo, visit:

- Twitter: @pedroCapo
- Facebook: Pedro Capo: www.facebook.com/PedroCapoMusica/
- Instagram: @pedroCapo

ABOUT JETBLUE

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 92 cities in the U.S., Caribbean, and Latin America with an average of 900 daily flights. For more information please visit JetBlue.com.

ABOUT SANTANDER

Santander BanCorp is part of Santander Group (Banco Santander) and is a company that offers integrated financial services in Puerto Rico. The company has two subsidiaries, Banco Santander Puerto Rico and Santander Securities LLC. Banco Santander Puerto Rico has been operating in Puerto Rico for more than 39 years. It offers a full array of services through 44 branches in the areas of commercial, mortgage and consumer banking. Banco Santander Puerto Rico offers life, health and disability coverage as a corporate agent and also operates as a general agent through its subsidiary Santander Insurance Agency, Inc. Santander Securities offers securities brokerage services and provides portfolio management services. For more information, visit www.santander.pr.

Banco Santander is a retail and commercial bank, based in Spain, with a presence in 10 main markets. Santander is the largest bank in the euro zone by market capitalization. Founded in 1857, Santander has 117 million customers, 12,910 branches -- more than any other international bank -- and 190,000 employees. It is the largest financial group in Spain and Latin America. It also has significant positions in the United Kingdom, Portugal, Germany, Poland and the northeast United States. In the first semester of 2015, Santander made an attributable profit of EUR 3,426 million, 24% more than the previous year. For more information, visit www.santander.com.

About MasterCard Incorporated

MasterCard, www.mastercard.com, is a technology company in the global payments industry. We operate the world's fastest payments processing network, connecting consumers, financial institutions, merchants, governments and businesses in more than 210 countries and territories. MasterCard's products and solutions make everyday commerce activities -- such as shopping, traveling, running a business and managing finances -- easier, more secure and more efficient for everyone. Follow us on Twitter @MasterCardNews, join the discussion on the Beyond the Transaction Blog and subscribe for the latest news on the Engagement Bureau.

The following files are available for download:

- PedroCapo Twitter V03

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