JetBlue Vacations® Introduces Monthly Payment Option Giving Travelers Even More Flexibility

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-- UpLift Pay Monthly is the Latest Enhancement to JetBlue Vacations,Offering Ability to Split Payments into Affordable Installments --

NEW YORK--(BUSINESS WIRE)-- JetBlue Vacations (NASDAQ:JBLU) and UpLift today announced a partnership that helps make trip planning even more accessible and affordable. Travelers now have the option to pay for vacation itineraries – including JetBlue flights, hotels and other amenities – up front or in 12 monthly installments with APRs that starts at 8.99% (a). This is the latest addition to JetBlue Vacations and its evolution to offer more personalized trip experiences, making the dream of a vacation an affordable reality for many travelers.

This Smart News Release features multimedia. View the full release here: http://www.businesswire.com/news/home/20170712005973/en/



UpLift Pay Monthly is the Latest Enhancement to JetBlue Vacations, Offering Ability to Split Payments into Affordable Installments (Graphic: Business Wire)

Customers shop for and purchase vacation packages at jetblue.com/vacations. During the payment process, travelers can easily see and select "pay in full" or "pay monthly." With the UpLift Pay Monthly option, travelers are able to lock in affordable pricing through UpLift without paying the total cost up front or incurring higher-interest debt. UpLift instantly approves travelers for a low-cost fixed monthly payment plan. Once approved, travelers are on their way to their dream vacations. With JetBlue Vacations, travelers also receive additional savings and convenience by bundling JetBlue flights with hotels, car rentals and other amenities into one personalized vacation package.

"We're continuing to transform the vacation experience by adding more flexibility," said Marty St George, executive vice president commercial and planning, JetBlue. "Customers can now book their trip and travel, immediately locking in a competitive and affordable price and reasonable payment plan. The UpLift Pay Monthly option removes some of the friction, legwork and added costs of planning a vacation experience."

This new feature is the newest enhancement to JetBlue Vacations (formerly JetBlue Getaways). JetBlue Vacations offers seamless booking, JetBlue's award-winning customer service and competitive prices combined with tailored experiences, to create a one-stop vacation shop and seamless travel journey.

"JetBlue is the latest travel provider to embrace UpLift's Pay Monthly as a highly effective new way to increase conversion at every step of the booking process and drive key marketing objectives," said Brian Barth, UpLift CEO and co-founder. "UpLift provides travel-specific financing and digital marketing technology to enable our partners to increase top-line revenues, improve product/margin mix, and boost market share. We continue to scale rapidly as we go live with innovative partners like JetBlue."

Customers can pay for their vacation in full or make their UpLift monthly payments with a credit card such as the JetBlue Card•. The JetBlue Card features an easy-to-earn travel rewards program that allows cardmembers to earn accelerated TrueBlue points for everyday spending at restaurants and grocery stores. Cardmembers receive all of the benefits of JetBlue's TrueBlue loyalty program including no blackout dates on JetBlue-operated flights, unlimited earning potential, Family Pooling of points and, as an added bonus, points don't expire. All benefits combine to make a customer's next trip well within reach.

JetBlue Vacations offers vacation packages to nearly 100 destinations throughout the U.S., Latin America and the Caribbean and provides customers with added convenience and lower costs by bundling flights and hotels with car rentals and other amenities and personalized experiences. Members of JetBlue's TrueBlue loyalty program receive six points per eligible dollar when booking a JetBlue Vacations package and can pay using a combination of cash plus TrueBlue points. (Terms and Conditions apply) JetBlue Vacations also maintains an exclusive 24-hour support desk dedicated to assisting traveler's questions before, during and after their trip by calling 1-800-JET-BLUE (538-2583), option 3. For more information, visit jetblue.com/vacations.

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 38 million customers a year to 101 cities in the U.S., Caribbean, and Latin America with an average of 1,000 daily flights. For more information please visit jetblue.com.

About UpLift

UpLift was created by the founders of SideStep, inventors of the travel metasearch business. SideStep was acquired by Kayak in 2007 for $200 million and in 2013 Priceline purchased Kayak for $1.8 billion. Today, UpLift brings digital marketing, travel, and fintech expertise to a growing list of top travel brands in helping them to increase top-line leisure and vacation revenues. UpLift investors include IDG Ventures, Thayer Ventures and PAR Capital. Learn more at www.uplift.com.

(a) About UpLift Pay Monthly Loans - UpLift provides loans at interest rates starting at 4.97% plus a 2% origination fee, which results in APR's from 8.99% to 24.99% depending on your credit. A $2,000 vacation package financed by UpLift at 12% APR would result in a down payment of $176 and 11 equal monthly payments of $176 . You can prepay at any time with no penalty. UpLift loans are originated by CBW Bank - Member FDIC, Equal Housing Lender.

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