JetBlue Reveals New 'Points Pooling' Program Offering TrueBlue Members a More Flexible Way to Earn Points with Friends and Family

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-- JetBlue Remains the Only Major U.S. Airline to Offer a Free 'Points Pooling' Option for All Loyalty Members --

-- Latest Additions Part of the Launch of TrueBlue's New Digital Experience --

NEW YORK--(BUSINESS WIRE)-- JetBlue (Nasdaq:JBLU) recently revealed an enhanced TrueBlue experience, available at jetblue.com/trueblue, as part of its ongoing digital transformation. The refreshed digital experience adds "Points Pooling"—a more flexible and user-friendly way for TrueBlue members to pool points, together. JetBlue remains the only major U.S. carrier to offer a free points pooling option for all loyalty members.

"Points Pooling" allows designated groups to conveniently earn and redeem points together, even more quickly. This update was based on customer feedback and adds even more flexibility. JetBlue still lets its customers determine their own "pool" based on who and what is most beneficial to them. Everyone counts, whether it's family members, friends, or even roommates and neighbors.

"We broke ground with our original family pooling option and we're continuing to innovate with the new, more flexible version," said Marty St George, executive vice president commercial and planning, JetBlue. "Customers determine the pool that works best for them, helping points rack up even faster with a program that's even easier to manage."

Program benefits include:

Feature	"Points Pooling" (New Program)	"Family Pooling" (Previous Program)
Pool Size	• Your "pool" can be made up of two to seven members of all ages*, family or not!	• A "family" was limited to two adults (age 21+) and up to five children (under age 21).
Contribution	• Instead of contributing a set percentage of points, members contribute 100 percent of their points to the "pool." • Members can redeem or leave the "pool" with their unused points, whenever they choose.	• Members had to select a percentage of points to contribute to the "pool." • All points were transferred to "Head of Household's" account to manage.
Redemption Access	• The "Head of Household" is now the "Pool Leader." The "Pool Leader" must be at least 21 years of age. • The "Pool Leader" can designate other "Pool" members to redeem points and book reward travel.	• Only the designated "Head of Household" could redeem points

"Points Pooling" is just one of the latest additions to the enhanced TrueBlue digital experience. In addition to a more intuitive and sleek look, the new TrueBlue is easier to navigate and mobile responsive. This redesign follows the recent refresh of jetblue.com as the latest update to JetBlue's digital channels, improving the airline's customer experience in the air, on the ground, and via its customers' computers and mobile devices.

The new TrueBlue is built on new technology that offers faster and more reliable service, allowing TrueBlue members to manage the full range of loyalty benefits. The streamlined and modern dashboard includes improved navigation capabilities and personalization, recognizing JetBlue Cardmembers and Mosaics upon logon and providing customized offers and information relevant to these TrueBlue members.

"Our TrueBlue members are our most loyal customers. We're excited to introduce a streamlined experience based on their feedback," said St George. "The new platform better fits into our customers' lifestyle whether they're on a computer or on the go."

As part of this update, TrueBlue Badges, JetBlue's loyalty gamification experience, will temporarily be going on vacation. JetBlue is planning to enhance this experience and will bring them back in the coming months. When the program returns, TrueBlue members' previous badges will be reinstated with a fresh, new look.

JetBlue's Digital Refresh – In the summer of 2017, JetBlue launched an intensive three year program to reinvent and redesign the booking experience. This spring, JetBlue launched a redesigned jetblue.com. This update followed the refresh of JetBlue's award winning mobile app and reaffirms the airline's commitment to the re-envisioning and redesign of its digital channels to improve the overall customer experience. For traveling customers, these digital enhancements can be seen within the airport experience with improved information displays that empower and inform crewmembers as they deliver the

award-winning JetBlue experience.

JetBlue's TrueBlue loyalty program – TrueBlue rewards all customers, regardless of their travel frequency. With TrueBlue, there are no blackout dates with all seats available for redemption, and points never expire. TrueBlue points are earned by purchasing qualifying services or products of JetBlue or a TrueBlue partner. Members earn three points per $1 spent on the base fare for JetBlue-operated flights. Members who book directly on jetblue.com can earn bonus points depending on the fare option selected. TrueBlue members who fly 30 segments and earn 12,000 base points within a calendar year (or earn 15,000 base points in a calendar year) automatically earn Mosaic benefits. Additional information about TrueBlue and how to register for the program can be found at jetblue.com/trueblue.

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 40 million customers a year to 100+ cities in the U.S., Caribbean, and Latin America with an average of 1,000 daily flights. For more information please visit jetblue.com.

**For TrueBlue members under the age of thirteen (13), the parent or legal guardian of the child must enroll the child in "Points Pooling" and complete all "Points Pooling" activity. TrueBlue Terms and Conditions apply.*

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