JetBlue CEO Robin Hayes Presents the Airline's Long-Term Environmental Social Governance Strategy to Investors at the Sixth Annual CECP: The CEO Force for Good Investor Forum

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-- Margin-Driven Integrated Approach Addresses JetBlue's ESG Financial Drivers, Risks and Opportunities --

NEW YORK--(BUSINESS WIRE)-- Today, JetBlue's (Nasdaq: JBLU) CEO Robin Hayes will present the highlights of the airline's environmental, social, governance (ESG) strategy and plan to leading institutional investors at the Strategic Investor Initiative's sixth annual CEO Force For Good Investor Forum. As part of Chief Executives for Corporate Purpose (CECP), a coalition of more than 200 corporations collectively representing $7 trillion in annual revenue, Hayes will share JetBlue's plan to drive higher margins and returns through initiatives such as fuel savings and more efficient technology.

"We're setting the foundation for the next decade of our airline and industry," said Hayes. "JetBlue looks at ESG through the lens of our financial building blocks and we're making long-term decisions to provide value to our stakeholders. Our strategy includes embracing the inevitable changes to come with climate-smart asset allocation and maintaining a relentless focus on culture. These measures and more help us capitalize on major shifts, rather than ignore them."

Part of JetBlue's ESG strategy includes climate change mitigation, reducing the airline's greenhouse gas emissions and preparing for related regulatory changes. The airline's primary sustainability priority is managing carbon (CO_2) emissions from jet fuel in order to reduce fuel costs and protect JetBlue, the flying public and the industry from all costs associated with CO_2. Since partnering with Carbonfund.org in 2008, JetBlue has offset more than 2.3 billion pounds of CO_2.

The event will be held today at the Park Hyatt New York, 153 W 57th Street in Midtown Manhattanfrom 12:00 p.m. – 6:00 p.m. **The CEO Investor Forum will be live-streamed via this link.**

CECP's Strategic Investor Initiative (SII) created the CEO Investor Forums after 86% of CEOs at CECP's 2016 Board of Boards said they spent too much time focused on short-term goals. The CEO Investor Forums are the platform for CEOs of leading companies to present their company's long-term plans to institutional investors. The CEO Investor Forum builds on SII's considerable momentum. Since the CEO Investor Forums began two years ago, over 30 CEOs have either delivered or committed to deliver long-term plan presentations, representing over $2 trillion in market capitalization.

"These CEO presentations are much more than just a 'read out' of numbers," said Nandika Madgavkar Senior Director, Strategy, CECP. "From our research to the feedback we've received directly from investors, we know that investors want to hear about three long-term themes: risk, strategy and growth. CEOs that present at these Forums understand that the best way to attract 'patient capital' is to help inform the holders of that capital why your company is well-positioned for long-term success."

The Strategic Investor Initiative is co-chaired by Alex Gorsky, Chairman & CEO, Johnson & Johnson and Bill McNabb, former Chairman & CEO, Vanguard. Additional Advisory Board members hail from companies and investment firms including Bloomberg, Vanguard, BlackRock, Goldman Sachs and KPMG, among others.

JetBlue's ESG and Sustainability Focus – JetBlue believes in communicating transparently about climate change. The airline is committed to taking steps to address the emission of greenhouse gases (GHGs) from its flights and JetBlue empowers and inspires its customers and crewmembers to offset GHG emissions when they fly. The airline is constantly looking for ways to become more fuel efficient and embrace efficient technologies. For example, JetBlue planes feature Airbus' Sharklets, which improve aerodynamics and cut fuel burn and emissions. For more on JetBlue's work to reduce emissions, visit jetblue.com/sustainability.

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 42 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.

About CECP: The CEP Force For Good

CECP is a CEO-led coalition that believes that a company's social strategy — how it engages with key stakeholders including employees, communities,

investors, and customers —determines company success. Founded in 1999 by actor and philanthropist Paul Newman and other business leaders to create a better world through business, CECP has grown to a movement of more than 200 of the world's largest companies that represent $11.3 trillion in revenues, $23.8 billion in societal investment, 17.4 million employees, and $15 trillion in assets under management. CECP helps companies transform their social strategy by providing customized connections and networking, counsel and support, benchmarking and trends, and awareness building and recognition. *For more information, visit http://cecp.co.*

About the Strategic Investor Initiative

The Strategic Investor Initiative is a coalition of thought leaders committed to the long-term movement. Collectively, SII is developing a new platform for leading companies to create, convey, and deliver long-term plans to long-term investors. SII's vision is to spark the movement of trillions of dollars of capital to companies demonstrating performance excellence over the long-term. SII provides tools and resources designed to introduce and support market behaviors that ultimately deliver sustained long-term value for all stakeholders. *For more information, visit* http://cecp.co/sii

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