PRESS RELEASE

JetBlue Rewards Its Most Loyal Customers with Offer to Gift Mosaic Status and Opportunities to Earn TrueBlue Points Even Faster

-- TrueBlue Program Extends Current Mosaic Benefits through 2021 and Reduces Mosaic Requirements for 2020 --

-- For a Limited Time, all TrueBlue Members can Earn Double TrueBlue Points for New Ticket Bookings and JetBlue Mastercard members can Earn Double TrueBlue Points on Everyday Purchases --

NEW YORK – May 14, 2020 – JetBlue (Nasdaq: JBLU) today announced updates to its TrueBlue program to support its most loyal customers as they start thinking about travel again. In addition to extending travel benefits for Mosaic customers, the airline is offering all TrueBlue members up to 18 points per dollar spent on future JetBlue flights.

"We've developed a comprehensive program to reward those who have been most loyal to us," said Don Uselmann, vice president loyalty and personalization, JetBlue. "Our Mosaic members in particular are eager to restart their travel plans when the time is right. In order to support them, just as they've always supported us, Mosaic customers will be able to enjoy their current benefits through 2021. We're also giving them an opportunity to give the gift of Mosaic to a recipient of their choosing."

TrueBlue members who have not reached Mosaic status will have an easier path in 2020 with reduced thresholds. All members can also earn extra TrueBlue points with a compelling new ticket booking offer, and JetBlue Mastercard members can earn extra TrueBlue points on everyday purchases for a limited time.

MOSAIC UPDATES

- **Extending Mosaic Travel Benefits through 2021**

  JetBlue is extending status of all current Mosaic customers through 2021, whether status was obtained through travel or spend on the JetBlue Plus Card. The extension period has been updated in customers' TrueBlue accounts.

- **Opportunity to Give the Gift of Mosaic Status**

  JetBlue is providing current Mosaic members with an exclusive benefit – a chance to give the gift of Mosaic to someone who deserves a little TLC on their next vacation. The nominated Mosaic will enjoy all travel perks for one year on all of their JetBlue flights. Benefits include no change or cancel fees, first and second bag free, early boarding, a complimentary alcoholic beverage onboard and more. Mosaic customers must share the nominated Mosaic's details with JetBlue here by June 1, 2020. Nominated Mosaics must be a TrueBlue member. Nominated statuses will be in effect from June 15, 2020 through June 15, 2021. (a.)

- **Reducing Qualification Threshold in 2020**
  JetBlue is reducing the qualifying points and segment minimums by 50 percent for Mosaic level qualification. Mosaic customers will continue to receive an award of 15,000 bonus TrueBlue points upon qualification.

Reduced thresholds:

- 7,500 qualifying points (vs. 15,000 points for the calendar year)
- 6,000 qualifying points and 15 segments (vs. 12,000 points and 30 segments)

TRUEBLUE UPDATE

- **Double TrueBlue Points for All New Bookings**

  Whether customers are planning travel for Thanksgiving, Christmas or the New Year, booking future travel now will pay – literally. For all travel booked through June 15 for flights May 14, 2020 or later, JetBlue will double the TrueBlue base point award on all reservations. For Blue Basic fares, that's two points per $1 (vs. one point). For other fares including Mint, that's six points per $1 (vs. three points). (b.)

JETBLUE MASTERCARD LIMITED TIME OFFER

- **Earn at least 2X TrueBlue Points on All JetBlue Mastercard Purchases**

  Cardmembers don't have to wait for their next flight to earn points. JetBlue cardmembers will continue to earn great rewards on eligible JetBlue, restaurant, grocery store and office supply purchases and, for a limited time, from May 14 through June 15, 2020, cardmembers will have their earn on all other purchases increased to 2X points per dollar spent. Terms and Conditions apply. (c.)"

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 and via spend on the JetBlue Mastercard. Members earn points for every dollar spent on the base fare for JetBlue-operated flights and bonus points by booking directly on jetblue.com, depending on the fare option selected. Typically, 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 42 million customers a year to nearly 100 cities in the U.S., Caribbean, and Latin America with an average of more than 1,000 daily flights. For more information, please visit jetblue.com.

(a.) A current Mosaic member with their account in good standing may nominate one (1) other TrueBlue member, whose account is also in good standing, for Mosaic status. The nominated Mosaic will enjoy Mosaic travel benefits from June 15, 2020–June 15, 2021. The 15,000 bonus points award customarily issued upon Mosaic qualification will not be issued to the nominated Mosaic. The gift of Mosaic status offer may only be granted to a TrueBlue member who has not yet achieved Mosaic status for 2021. The current Mosaic member must fill out the online form completely with all details of the nominated recipient, including the recipient's valid TrueBlue number, by June 1, 2020. The account status of the nominated TrueBlue member will be upgraded by June 15, 2020. The account of the nominated Mosaic recipient will be downgraded after June 15, 2021 if the standard Mosaic status qualification is not met. Under no circumstances will JetBlue provide membership details or personal member information of any members to the Mosaic member nominating the TrueBlue member for gifted status. The nominated member who will be receiving the gifted status must be enrolled as

a TrueBlue member and this gift cannot be provided to someone who does not have a TrueBlue account. Once a status has been gifted to another member, no change can be made to remove or change that status or the recipient of that status. The sale or barter of the gift of Mosaic status is expressly prohibited. JetBlue reserves the right to administer this promotion consistent with its terms and the TrueBlue Terms and Conditions, and may deny benefits or terminate this program at any time, at its sole discretion. This program is offered as a member benefit and program benefits have no market value. Failure by JetBlue in administration of this program for any reason whatsoever gives rise to no cause of action and program participants waive any and all claims in any form whatsoever relating to the administration of this program. The TrueBlue Terms and Conditions apply.

(b.) Offer valid only for JetBlue operated flights (one-way or roundtrip) that are booked between May 14, 2020 and June 15, 2020 and flown between May 14, 2020 and January 4, 2021. TrueBlue number must be entered at time of booking and will only be earned for travel by the member associated with the TrueBlue account. Offer is valid on new bookings only. TrueBlue members usually earn between one (1) TrueBlue point, for Blue Basic fares, to three (3) TrueBlue points, for Blue, Blue Plus, Blue Extra and Mint fares, per dollar spent on their individual JetBlue flight based on the fare option purchased. Members qualifying for this offer will earn between two (2) TrueBlue Points, for Blue Basic Fares, and six (6) TrueBlue points, for Blue, Blue Plus, Blue Extra and Mint fares, per dollar spent on their individual flight based on the fare option purchased. Points will be earned on the base fare of the flight only. Points will not be earned on government taxes/fees, travel insurance or other fees or charges (e.g., change/cancel fees, etc.). Offer not valid for previously booked flights or changes to a previously booked flight. In the event a member's reservation is canceled, that member will not receive any TrueBlue points from that reservation. In the event that a change is made to a reservation so that it no longer complies with the terms of this offer (including changes placing the reservation outside of the applicable booking or travel windows), Double TrueBlue Points will not be awarded for that reservation. Offer does not apply to non-revenue or Zero Fare tickets (e.g., travel booked with a travel certificate, award or redemption flights, flights booked in whole or in in part with points, etc.); is not valid in connection with partner or codeshare or interline flights, JetBlue Vacation packages, cruises, or any other product or service; may not be combined with other special offers; is not redeemable for cash; and has no cash value. Bonus points earned under this offer are not eligible towards Mosaic qualification. TrueBlue account must be in good standing. Members should allow 2-4 weeks after travel completed for Double TrueBlue Points to post to their TrueBlue accounts. Additional restrictions apply. See TrueBlue Terms and Conditions for details.

(c.) This offer is for JetBlue cardmembers and is valid from May 14, 2020 through June 15, 2020 (the "Promotional Period"). If the JetBlue credit card account is closed or the account is switched to another product during the Promotional Period, the cardmember may no longer be eligible for this offer. Cardmembers will continue to earn points on eligible JetBlue purchases, and on restaurant and grocery purchases, as described in the Reward Rules.. During the Promotional Period, eligible cardmembers will earn 2 points for every one $1 spent on all other purchases, less credits, returns and adjustments, with transaction dates beginning May 14, 2020 through and including June 15, 2020 (the "Promotion"). There is no maximum amount of points that may be earned during this Promotional Period. Failure to maintain creditworthiness during the Promotional Period may result in actions on the account, such as credit line decrease, that would reduce the ability to take advantage of this offer. To be eligible for the Promotion, the JetBlue Plus Card, JetBlue Reward Card, JetBlue Card or JetBlue Business Card account must be open, active and in good standing at the time of fulfillment. Participation in Barclays Payment Relief as a result of COVID -19 does not impact eligibility in this Promotion. All points earned will appear on the credit card statement 6-8 weeks after the end of the Promotion.

Media Contact
JetBlue Corporate Communications
Tel: +1 718 709 3089
corpcomm@jetblue.com