**PRESS RELEASE**

# JetBlue Launches Cash + Points Redemption Option for TrueBlue Members Ready to Travel Again

## -- Short on TrueBlue Points? Customers Can Now Make Up the Difference with Cash --

**NEW YORK – NEW YORK – June 23, 2020** – JetBlue (Nasdaq: JBLU) today announced it is launching a Cash + Points redemption option for customers who are ready to book travel but do not have enough TrueBlue points to cover the full cost of their itinerary. Available when booking directly with JetBlue, TrueBlue members are now able to make up the difference by using a combination of cash and points (a).

Many TrueBlue members have accumulated points, but fall short of the amount needed to travel. With this new option, customers have added flexibility to book travel when convenient, and this update comes at a time when members have been less likely to earn loyalty points but are ready to travel again. Cash + Points also ensures JetBlue's TrueBlue program remains relevant for leisure customers who may be traveling less frequently but would still like opportunities to redeem the points they have earned.

Customers no longer need to save up points for long periods of time before they are able to redeem them for flights. Now, customers can determine their preferred combination of cash and points, including for the Mint Experience, starting at just 500 points.

"Cash + Points offers even more value and flexibility for customers when they are ready to travel again," said Don Uselmann, vice president, loyalty and personalization, JetBlue. "With TrueBlue, we're always looking to offer as many options as possible and further reward members. Cash + Points gives customers with at least 500 points the option to save money by redeeming points for their JetBlue flight purchases."

**How it works when booking JetBlue flights:**

- Start a flight search on jetblue.com or the JetBlue app.
- Select "Use TrueBlue points"
- To see Cash + Points options on desktop, select a specific flight and fare type
- To see Cash + Points on the app, select a specific flight and fare, then select "Continue"
- The search results will display the points required on the Cash + Points widget. Customers can choose nearly any combination of cash and points, starting at 500 points, by using the slider or by manually entering the amount

Cash + Points can be used for any JetBlue-operated flight, any time, with no blackout dates—and will be available on JetBlue Vacations packages soon. The cash portion of a Cash + Points flight will earn TrueBlue points. While the flights will not track towards Mosaic status, customers earn Mosaic qualifying points on the cash portion.

Booking travel directly with JetBlue provides customers the most control of their travel experience with added savings and benefits. Customers who book directly are eligible for a growing number of exclusive personalized deals on car rentals, hotels, activities, and travel insurance delivered right in their inboxes. These offers are tailored specifically for customers

based on their flight information, with the goal of making it easier and quicker for them to book the rest of their travel.

**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. 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) Cash payment required for taxes and fees not imposed by JetBlue.

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