JetBlue Travel Products Announces Cash + Points Slider for JetBlue Vacations

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JetBlue Customers Can NowRedeem TrueBlue Points for Their Flights, Hotels and Cars

DANIA BEACH, Fla.--(BUSINESS WIRE)-- JetBlue Travel Products, a subsidiary of JetBlue Airways (NASDAQ:JBLU), today announced it is launching a Cash + Points redemption option for JetBlue Vacations, which will allow customers to use TrueBlue points to book their *entire* vacation package (minus insurance and certain taxes & fees), where previously they could only use their points towards the *flight* portion of a flight + hotel package. For JetBlue Vacations customers who are ready to book travel but do not have enough TrueBlue points to cover the full cost of their entire trip, TrueBlue members are now able to make up the difference by using a combination of cash and points towards their flight, hotel and even a rental car.

Many TrueBlue members have accumulated points that could previously only be redeemed for the flight portion of a flight + hotel package. With this new redemption option, customers have added flexibility to book different components of their trip, allowing them to stretch their TrueBlue points even further.

“Launching a cash + points redemption option for JetBlue Vacations packages offers even more value and flexibility for customers who are ready to return to travel in a big way,” said Andres Barry, president, JetBlue Travel Products. “Our loyal customers can now turn their TrueBlue points into a much-needed vacation by booking three significant parts of their trip – flights, hotels and even cars – with the only thing left to worry about when they get there is which beach to visit first.”

Customers can choose nearly any combination of cash and points, starting at 500 points, by using the slider or by manually entering the amount. How it works when booking JetBlue Vacation packages:

- Select 'Use TrueBlue Points'
- Start a JetBlue Vacations package search on jetbluevacations.com
- Select your flight + hotel package
- On payment page, choose the exact number of points you wish to redeem using the slider tool

TrueBlue points may be redeemed for the flight, hotel and car portions of a JetBlue Vacations package, any time, with no blackout dates. They *cannot* be applied to your flight + cruise package, travel insurance and certain taxes and fees.

Booking directly through JetBlue Vacations is the best value for money a customer can get, giving them access to uniquely discounted flights and hotels, plus exclusive perks you can't find anywhere else. Benefits include the Very Important Perks (VIP) and the Insider Experience programs, which infuse humanity into every step of the travel experience. Packages now also include additional benefits such as earlier boarding on flights, a free inflight alcoholic drink, and access to 24/7 support.

To book your next vacation, visit jetbluevacations.com or call 844-JB-VACAY.

About JetBlue Travel Products

JetBlue Travel Products is a wholly owned subsidiary of JetBlue Airways Corporation, which consists of the JetBlue Vacations brand (offering flight + hotel and flight + cruise packages) and other non-air travel products including Paisly, JetBlue’s homegrown travel website that helps customers who have purchased a JetBlue flight easily find deals relevant to their trip. Headquartered in Fort Lauderdale, Florida with a fully dedicated team of more than 300 crewmembers, JetBlue Travel Products builds on the JetBlue brand and brings to market innovative, quality products for customers, while infusing humanity into every step of the travel experience. For more information, visit jetbluevacations.com or paisly.com.

About JetBlue

JetBlue is New York's Hometown Airline®, and a leading carrier in Boston, Fort Lauderdale-Hollywood, Los Angeles, Orlando and San Juan. JetBlue carries customers to more than 100 destinations throughout the United States, Latin America, Caribbean, Canada and United Kingdom. For more information and the best fares, visit jetblue.com.

JetBlue’s TrueBlue Loyalty Program

TrueBlue rewards all customers, regardless of their travel frequency. With TrueBlue, there are no blackout dates with all JetBlue 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. Customers also have the ability to earn TrueBlue points – including Mosaic qualifying points – when booking flights + hotel or flights + cruise packages through JetBlue Vacations, and when booking hotels, vacation rentals, car rentals, and theme park tickets through Paisly by JetBlue. Additional information about TrueBlue and how to register for the program can be found at jetblue.com/trueblue.

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