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TrueBlue Members Already Earn Double Points for Online Purchase

NEW YORK, Nov. 22, 2005 (PRIMEZONE) -- JetBlue Airways Corp. (Nasdaq:JBLU) today introduces online bag check in, available at all of the low-fare airline's U.S. locations. Customers may check up to two bags in online, and bag tag numbers will automatically print on the boarding passes. Customers can drop off their bags at any of JetBlue's Self Service/Bag Drop or Kiosk/Online Bag Drop counters at the airport (1). Additionally, JetBlue customers traveling out of John F. Kennedy International Airport in New York have an exclusive Online Bag Drop area along the departures roadway.

This new online service compliments JetBlue's online flight check in for customers through its website at www.jetblue.com. Customers can select their seat assignments and print their boarding documents from home (or office), and proceed directly to the security check point with online check in. Customers may check in online no less than 90 minutes prior to departure, and no more than 24 hours prior to departure. With the added online bag check in option, nearly all JetBlue customers will be able to save time by checking themselves and their bags in online.

To celebrate this new online service, JetBlue's TrueBlue(r) members will earn two bonus points for checking in online at www.jetblue.com, now through Jan. 5, 2006.

"Our on-line check-in options and dedicated JFK on-line bag drop area are just two examples how we continue to make the JetBlue Experience as simple and convenient as possible for our customers," said Andrea Spiegel, JetBlue's vice president of Sales and Marketing. "These time-saving options are particularly important during the busy Thanksgiving and holiday seasons."

JetBlue customers already earn double TrueBlue points if they purchase their JetBlue travel online. Customers who purchase and check in online will earn:

Flight Length	Point Value for Travel (each way)	Double Points If Purchased Online:	If You Check In Online:	Total Points for Each Way	Total Points for Round Trip
Short	2 points	Add 2 points	Add 2 points	6 points	12 points
Medium	4 points	Add 4 points	Add 2 points	10 points	20 points
Long	6 points	Add 6 points	Add 2 points	14 points	28 points

Award travel is automatically issued for TrueBlue members once they reach 100 points. Awards are transferable (2).

TrueBlue members also earn points for purchases made with the JetBlue card from American Express, including double Award Dollars for JetBlue travel (3), purchases at restaurants and movie theaters, purchases of gym memberships, tickets for sporting events or performing arts events sold by the event venue, theater, or authorized agent, and greens fees at golf courses. With the JetBlue card from American Express, members earn one Award Dollar for every dollar spent. Every 200 Award Dollars = 1 TrueBlue point. For more information, please visit: http://www.jetblue.com/promotions/jetbluecard/default.asp

TrueBlue is JetBlue's flight gratitude program. Members earn award travel through point accumulation through online purchases, flying JetBlue, purchases using the JetBlue card from American Express, or by converting American Express Membership Rewards dollars into TrueBlue points. Members earn award travel automatically once their account reaches 100 points. For more information on TrueBlue, please visit http://www.jetblue.com/trueblue.

JetBlue Airways is a low-fare airline based in New York City, with operations to 33 cities with 378 flights daily. All JetBlue aircraft feature roomy leather seats with 36 channels of free DIRECTV(r) programming, the most live television offered by any airline, and brand name snacks and beverages. On flights longer than two hours, a selection of first-run movies and bonus features from FOX InFlight(tm) is also available (4). With JetBlue, all seats are assigned, all

travel is ticketless, all fares are one-way, and an overnight stay is never required. For information or reservations call 1-800-JETBLUE (1-800-538-2583) or visit www.jetblue.com.

(1) Customers traveling from Las Vegas NV, Ontario CA, Sacramento CA, Seattle WA, and Syracuse NY may drop off their bags at the ticker counter only.

(2) TrueBlue Points expire one year after they are earned and TrueBlue Awards expire one year after they are issued. There are no exceptions. Award travel must be booked for travel available at or before the time of award travel expiration.

(3) Regular point accrual applies for the air portion of the JetBlue Getaways vacation package. www.jetblue.com/getaways

(4) DIRECTV(r) service is not available on flights between JFK or Newark and Puerto Rico or the Dominican Republic; however, FOX InFlight is offered complimentary on these routes. FOX InFlight is a trademark of Twentieth Century Fox Film Corporation. JetBlue's in-flight entertainment is powered by LiveTV, a wholly owned subsidiary of JetBlue.

This press release contains statements of a forward-looking nature, which represent our management's beliefs and assumptions concerning future events. Forward-looking statements involve risks, uncertainties and assumptions and are based on information currently available to us. Actual results may differ materially from those expressed in the forward-looking statements due to many factors, including without limitation, our extremely competitive industry, our ability to implement our growth strategy including the integration of the EMBRAER 190 aircraft into our operations, our significant fixed obligations, our ability to maintain our culture, our reliance on high daily aircraft utilization, increases in maintenance costs, fuel prices, insurance costs and interest rates, our dependence on the New York market, our reliance on automated systems and technology, our reliance on sole suppliers, additional government regulation and future acts of terrorism or the threat of such acts or escalation of U.S. military involvement overseas. Information concerning these and other factors is contained in the Company's Securities and Exchange Commission filings, including but not limited to, the Company's 2004 Annual Report on Form 10-K/A and Quarterly Reports on Form 10-Q and 10Q/A. We undertake no obligation to update any forward-looking statements to reflect events or circumstances that may arise after the date of this release.

The JetBlue logo is available at: http://www.primezone.com/newsroom/prs/?pkgid=795

CONTACT: JetBlue Airways Corp.
Corporate Communications
(718) 709-3089
CorporateCommunications@JetBlue.com

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