

JetBlue Airways and Dunkin' Donuts Extend Partnership

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-- Dunkin' Donuts will continue as the exclusive coffee provider for all JetBlue flights --

-- More than 28 million cups of Dunkin' Donuts coffee have been served on JetBlue flights since 2006 --

NEW YORK and CANTON, Mass., Oct. 27, 2011 /PRNewswire via COMTEX/ --

Customers who fly JetBlue Airways (Nasdaq: JBLU) will continue to run on Dunkin' as New York's Hometown Airline and Boston's largest carrier today announces that Dunkin' Donuts will continue as its exclusive coffee provider network-wide. The extension of this partnership assures that JetBlue customers will enjoy Dunkin' Donuts coffee on-board all flights throughout the Americas. Since the partnership took flight in 2006, JetBlue has served its customers more than 28 million cups of Dunkin' Donuts coffee.

(Logo: <http://photos.prnewswire.com/prnh/20110404/NY76997LOGO>)

JetBlue and Dunkin' Donuts will celebrate their partnership tomorrow in Boston by surprising 43 people spotted holding a cup of Dunkin' Donuts coffee with a free round-trip flight to any of JetBlue's destinations out of Boston. The 43 denotes the number of non-stop markets JetBlue will fly to out of Boston with the addition of service to St. Thomas starting on December 15. For details, restrictions and alternate means of entry, visit www.dunkindonuts.com/jetblue. In addition, customers on select flights originating from Boston today will receive commemorative Dunkin' Donuts in-flight ear buds.

JetBlue's partnership with Dunkin' Donuts began in 2006 in direct response to feedback from travelers who wanted a better in-flight coffee experience. According to a joint survey by the companies in 2006, more than one-third of respondents stated that airline coffee was worse than their daily cup of coffee. Those surveyed also cited coffee most frequently as the beverage they would like to improve on the airplane.

"JetBlue customers and crew run on Dunkin' too!" said Fiona Morrisson, director of brand and advertising at JetBlue. "We're thrilled to continue serving Dunkin' Donuts coffee, because we know how important a great cup of coffee is to our customers and how important it is to continue to exceed their expectations."

According to John Fassak, Vice President of Business Development at Dunkin' Donuts, "Our relationship with JetBlue has been a true partnership as our brands share a similar commitment to innovation and exceptional customer service. JetBlue has set the industry standard for superior service in every aspect of the air travel experience, and we are thrilled to play a part by making Dunkin' Donuts coffee part of what makes JetBlue special and unique. We are excited about the opportunity to expand our partnership, and we look forward to keeping the airline's customers running for years to come."

About Dunkin' Donuts

Founded in 1950, Dunkin' Donuts is America's favorite all-day, everyday stop for coffee and baked goods. Dunkin' Donuts is a market leader in the regular/decaf coffee, iced coffee, hot flavored coffee, donut, bagel and muffin categories. Dunkin' Donuts has earned the No. 1 ranking for customer loyalty in the coffee category by Brand Keys for five years running. The company has more than 9,700 restaurants in 31 countries worldwide. In 2010, Dunkin' Donuts' global system-wide sales were \$6 billion. Based in Canton, Mass., Dunkin' Donuts is a subsidiary of Dunkin' Brands Group, Inc. (NASDAQ: DNKN). For more information, visit www.DunkinDonuts.com.

About JetBlue Airways

JetBlue is New York's Hometown Airline(TM) with other focus cities in Boston, Fort Lauderdale, Los Angeles, and Orlando. Known for its award-winning service and free TV as much as its low fares, JetBlue offers the most legroom in coach of any U.S. airline as well as super-spacious Even More Space seats. JetBlue is also America's first and only airline to offer its own Customer Bill of Rights, with meaningful and specific compensation for customers inconvenienced by service disruptions within JetBlue's control. Visit www.jetblue.com/promise for details. JetBlue serves 66 cities with 650 daily flights and later this year plans to introduce service to St. Croix and St. Thomas in the U.S. Virgin Islands as well as La Romana, Dominican Republic and Liberia, Costa Rica. With JetBlue, all seats are assigned, all fares are one-way, and an overnight stay is never required. For information or reservations call 1-800-JET-BLUE (1-800-538-2583), TTY/TDD 1-800-336-5530, or visit www.jetblue.com.

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