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TrueBlue points won't expire* -

NEW YORK, June 17, 2013 /PRNewswire/ -- JetBlue Airways (Nasdaq: JBLU), the customer focused airline, announces that TrueBlue members will be able to earn and keep points without the fear of expiration due to account inactivity. JetBlue's rewards program for frequent fliers takes a further step beyond traditional programs, allowing customers to keep their points for as long as they want. There's no fine print, no more details to remember. Like, ever.

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

"Customers can still be loyal even if they're not traveling every year." says Dave Canty, JetBlue's director of loyalty marketing. "Loyalty shouldn't have an expiration date, and neither should your points."

Most airline loyalty programs require regular account activity to maintain existing miles or points. From today forward, any TrueBlue points currently in a member's account and any new points earned will remain in the account until the customer is ready to redeem them. Period.

With this addition to the TrueBlue program, JetBlue continues to improve the overall customer experience by moving even further away from the industry norm of limiting loyalty redemption with red tape, limited reward availability, or devalued 'miles.' JetBlue is taking a stance that their loyalty program should be about encouraging all customers regardless of their travel habits. Think of it as TrueBlue, JetBlue's rewards program for even infrequent fliers.

About JetBlue Airways

JetBlue is New York's Hometown Airline™ with other focus cities in Boston, Fort Lauderdale, Los Angeles (Long Beach), San Juan and Orlando. Known for its award-winning service and free inflight entertainment as much as its low fares JetBlue offers the most legroom in coach of any U.S. airline (based on average fleet-wide seat pitch) 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. *TrueBlue, JetBlue's* exclusive rewards program for frequent fliers, allows customers to earn points even faster with partner programs, while redeeming awards starts at just 5,000 points for one-way travel, with no black-out dates. JetBlue serves 79 cities with 800 daily flights and plans to launch service in 2013 to Worcester, Massachusetts, Port-Au-Prince, Haiti, as well as Lima, Peru, subject to receipt of government operating authority. With JetBlue, all seats are assigned, all fares are one-way, and an overnight stay is never required. For information call 1-800-538-2583 (TTY/TDD 1-800-336-5530), or visit www.jetblue.com.

*No really.

SOURCE JetBlue Airways

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