

JetBlue Media Kit

Jefferey Martin  
1-800-583-3583  
jmartin@jetblue.com  
www.jetblue.com

PRESS RELEASE

FOR IMMEDIATE RELEASE:

### **JetBlue Welcomes Customers to Their New Home in Long Island City**

Long Island City, New York, March 4, 2015 - Tour the recently opened JetBlue headquarters and fly a simulator on Sunday, May 3 at 11 AM. Tell JetBlue where you want to fly by voting on the new JetBlue destination, which will be revealed after a lunch catered by Eventful.nyc and will feature dishes from various JetBlue destinations. Attendees will watch a sneak peek video on upcoming JetBlue insider plans. There will also be a raffle for two JetBlue tickets to any current destination. Tickets are \$20, exclusive to TrueBlue members, and available on a first come first serve basis, so call today. Stay informed about upcoming events on JetBlue's blog at <http://blog.jetblue.com>.

"Our commitments to our customers, crewmembers, and investors are all integrally connected and critically important to the long-term future of this great company," says new CEO Robin Hayes. According to Hayes, this event is essential to keep JetBlue in touch with its customers and to keep the customers informed about their favorite American airline.

Founded in 1998, JetBlue is ranked in the top five low cost airlines. It is traded in the top 10% on NASDAQ. JetBlue focuses on "you above all." With over 82 destinations and a variety of added features, JetBlue provides an enjoyable, hassle-free trip. JetBlue puts the customer first with over 15,000 employees to assist you during your travels. As the first airline to offer live TV and Apple Pay, JetBlue is always progressive and looking for new ways to make your flight as comfortable as possible.

## Event Outline

### Who

- U.S. Travel Association (Trade Association)
- Media (journalists, reporters, etc.)
- Stockholders
- VIPs: Celebrities that fly JetBlue (Meryl Streep, Kristi Yamaguchi, Pauly D, Tyson Jackson)
- TrueBlue members
- 200 people total

### What

- Tour of the Long Island City JetBlue Headquarters
- Luncheon to meet the new JetBlue CEO (Robin Hayes)
- Catering by Eventfull.nyc with stations with different foods from different JetBlue locations
- Sneak peek video on upcoming JetBlue insider plans (new destinations, wifi, larger planes, etc.)
- Vote for the new JetBlue destination
- Raffle for two JetBlue tickets to any destination with free entertainment and alcoholic beverages
- Flight simulation trials
- 10% of all proceeds on flights in the month of May go toward three main causes (youth education, environment, & scholarships for aviation-related education) - charities include, but not limited to, Soar With Reading, First Book, Carbonfund.org, One Thing That's Green, and KaBOOM!
- JetBlue picture frames as gifts

### When

- First Sunday in April at 11 AM

#### Where

- Long Island City, NY - JetBlue Headquarters

#### Why

- Create a friendly and welcoming atmosphere and associate it with the JetBlue experience
- Emphasize the importance of keeping customers "in the loop"

#### How much

- \$20 per person for advance tickets, \$25 per person when booking during the last week

#### Agenda

<b>Time</b>	<b>Activity</b>
11:00 AM - 11:20 AM	Arrival
11:20 AM - 12:30 PM	Tour
12:30 PM - 1:15 PM	Lunch
1:15 PM - 1:45 PM	Robin Hayes Speaking, Video, & Voting
1:45 PM - 2:30 PM	Flight Simulations

## Budget

### Expenses

<b>Item</b>	<b>Per Person</b>	<b>Amount</b>
Catering	\$18/person	\$3,600
Tables/Chairs Rental	\$5/person	\$1,000
Service		\$200
Decorations		\$500
Picture Frames	\$15/person	\$3,000
Graphic Design/Artwork		\$300
Printing		\$500
Video		\$200
<b>Total</b>		<b>\$9,300</b>

### Income

<b>Source</b>	<b>Per Person</b>	<b>Amount</b>
Tickets	\$20/person	\$4,000
Raffle	\$10/person	\$2,000
Program Ads		\$3,000
Donations/Pledges		\$800
<b>Total</b>		<b>\$9,800</b>

### Net Profit

<b>Expenditures/Earnings</b>	<b>Amount</b>
Income	+ \$9,800
Expenses	- \$9,300
<b>Net Profit</b>	<b>\$500</b>

## Factsheet

- Company: JetBlue
- Products/Services: flights to over 82 destinations with free TV & snacks and more legroom
- Annual Revenue: \$401 million
- Number of Employees: over 15,000
- Top execs: founded by David Gary Neeleman (August 1998), Joel C. Peterson (chairman), Robin Hayes (president, CEO, & director), Jefferey Martin (Senior VP of Operations), Mark D. Powers (Exec. VP & Chief Financial Officers), Eash Sundaram (Exec. VP & Chief Info. Officer)
  - Robin Hayes: officially became the CEO Feb. 16th, 2015, 48 y/o, became a US citizen a few years ago, married to a British Airways exec.
  - Headquarters in Long Island City, Queens, NY in the Brewster Building
- Markets served: people who want to travel comfortably at a low cost, usually people going on vacation (flying south to warmer weather)
- Company position in the industry: ranked #4 in the category of Low Cost Airlines
  
- What's different
  - First to offer live TV
  - First airline to start Apple Pay
- What's new
  - Up to 100 channels of live TV & free wifi & power outlets
  - Adding more seats on planes (up to 15 on some)
  - Going to start charging for the first bag in spring 2015
  - Adding more flight destinations
  - Bringing Angry Orchard on board (America's #1 hard cider)
  - New CEO (Robin Hayes)
- What are your customers interested in
  - Comfort
  - Low prices

- What has your brand accomplished
  - Fitch Ratings upgraded JetBlue from B to B+
  - Chairman rated in top 10% on NASDAQ scorecard
  - More legroom than any other airline in North America
- How has your company overcome adversity
  - Trying to please Wall Street & customers - charges for the first bag but keeping other benefits (free TV, snacks, etc.)
- Social media
  - Blog (Blue Tales)
  - Fly-fi widget for wifi
  - [www.jetblue.com](http://www.jetblue.com)

Situation:

- There's not a lot of new airline companies, because it's a mature industry
- Intense competition among current companies in the industry

Main Objective:

- Maintain customer loyalty with current customers
- Bring in new customers that will be loyal to JetBlue

Tactics:

- Make them feel like part of the JetBlue family
- Show them why JetBlue they should fly JetBlue (features, awards, etc.)