

JetBlue Shakes Up Transatlantic Market with Attractive Fares and Award-Winning Service

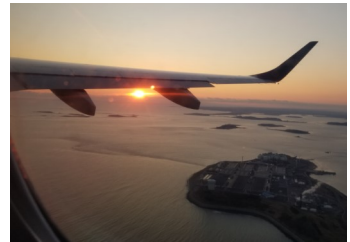
JetBlue New York's Hometown Airline® – has officially entered the transatlantic market with new, nonstop service between New York's John F. Kennedy International Airport (JFK) and London Heathrow Airport (LHR). The first customer-carrying JetBlue flight between the U.S. and the U.K. touched down at Heathrow on August 12th. The highly anticipated milestone – aimed at shaking up the transatlantic market with the airline's award-winning service and attractive fares – marks the first time JetBlue has served a destination beyond the 100+ cities it flies to throughout the Americas. With new service in the United Kingdom, JetBlue now operates in 26 countries.



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JetBlue Strengthens Commitment as New York's Hometown Airline®

JetBlue New York's Hometown Airline®, announced plans to double down on its commitment to New York by maintaining its headquarters in the city and advancing plans to expand its flagship terminal at John F. Kennedy International Airport (JFK). These initiatives further strengthen JetBlue's presence in New York, where it has already announced plans to substantially increase flying and bring more low fares and more jobs to JFK, LaGuardia, and Newark as part of its Northeast Alliance with American Airlines.



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Getting a handle on carry-ons

For more certainty and speed (and less stress) during the boarding process, our new carry-on bag policy guarantees overhead bin space on domestic flights within the U.S. when traveling on a Blue, Blue Extra and Mint fare (or Even More Space seat, on all legs, if connecting)—or you get a \$25 Travel Bank credit valid for 12 months. That's right—no more guessing if there will be room for your bag on board, no matter when you board.



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JetBlue Technology Ventures' Portfolio Company Joby Aviation Becomes Publicly Traded Company

JetBlue Technology Ventures (JTV), the corporate venture capital subsidiary of JetBlue Airways, congratulates its portfolio company Joby Aviation, Inc. (Joby) on the completion of its merger with Reinvent Technology Partners (Reinvent), a special purpose acquisition company. The combined company is now listed on the New York Stock Exchange (NYSE) for public trading under the ticker symbols "JOBY" and "JOBY WS," respectively.



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JetBlue's Soar with Reading Free Book Vending Machine Initiative Goes Virtual

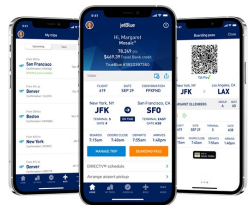
JetBlue announced its eleventh annual Soar with Reading initiative, which tackles the issue of literacy in areas known as book deserts, where access to age-appropriate books for children is often very limited. This summer, JetBlue is taking its free book vending machine initiative online due to the effects of the coronavirus pandemic. However, this will not stop the airline from continuing its work to help get books into the hands of kids who need them most. Throughout August, children in select locations and youth programs will be able to access JetBlue's virtual vending machine online and pick up to six books. JetBlue will drop off these free books with the respective organizations throughout August and September to distribute to the kids.

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Seat Assignments

We will enable EMDs in Sabre, Amadeus and Travelport GDSs in August 2021 and agencies will have the ability to assign seats directly in the GDS. Please see more details below.

JetBlue has an all "chargeable" seat map. If you select a fare option that includes a free seat assignment, the seat map will still indicate that all seats are chargeable. However, if you inspect the actual seat fees, you will see that all seats have a \$0 charge other than Even More® Space and Mint Studio™ seats.



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1-888-JETBLUE (538-2583) option 3
companyblue@jetblue.com