

From: "TrueBlue" <[REDACTED]>

To: "[REDACTED]" <[REDACTED]>

Subject: Reminder: A complimentary Award Flight is waiting for you

Date: Thu, 10 Mar 2011 16:21:29 +0000

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 jetBlue. TRUE BLUE. Ready, set - jet set with 20,000 TrueBlue points.

 Earn 10,000 TrueBlue points with your first purchase(1) plus 10,000 more points when you spend \$500(2) - enough for 2 roundtrip Award Flight.(3)

 [Apply Now](#)

Dear JetBlue customer,

The JetBlue Card and TrueBlue membership can take you to your next Award Flight sooner.

You'll earn 10,000 TrueBlue points when you make your first purchase with the JetBlue Card. Plus, apply by April 1, 2011 and spend \$500 in your first three months of Cardmembership to earn another 10,000 points—for a total of 20,000 TrueBlue points. That's enough for 2 roundtrip Award Flights or 4 oneway Award Flights. Also, you can redeem for any seat, anytime with no blackout dates or seat restrictions.⁴

Your points can add up faster with the Card.

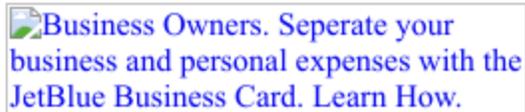
Once you get the Card, you'll automatically be enrolled in the TrueBlue program. As a TrueBlue member, you'll earn 3 points for every eligible dollar you spend on JetBlue® travel and 3 more points if you book at jetblue.com. As a Cardmember you can earn an additional 2 points when you use your Card at jetblue.com—**that's a total of 8 points per dollar!**⁵ Additionally, you can earn 1 TrueBlue point for every eligible dollar you spend everywhere else.⁶ Get the Card and enjoy all the benefits for a \$40 annual fee.

 With the JetBlue Card from American Express you can get: 10,000 TrueBlue points with your first purchase(1). 10,000 more TrueBlue points when you spend \$500. (2) Oneway Award Flights starting at just 5,000 points(3). Roundtrip Award Flights starting at just 10,000 points(3). No blackout dates - any

Sincerely,

 David F. Canty signature
David F. Canty
Director, Loyalty Marketing & Partnerships
JetBlue Airways®





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Add [REDACTED] to your address book to ensure delivery to your inbox.

This e-mail was sent to [REDACTED]. If you would like to unsubscribe from future JetBlue mailings, you may click the link below. If you are a TrueBlue member and wish to unsubscribe from future JetBlue mailings, please log into your account and modify your e-mail preferences. We're sorry but e-mails sent in reply to this message will not be answered. If you have questions, please visit the Help section at [jetblue.com](#). JetBlue Airways®, 6322 South 3000 East, Suite G10, Salt Lake City, UT 84121.

Unsubscribe [here](#).

POID T316:0001

Terms & Conditions:

1. Welcome bonus of 10,000 TrueBlue points will be awarded to Basic Cardmembers 6–8 weeks after the first purchase on the JetBlue Card from American Express. This offer is valid for first-time JetBlue Cardmembers only. First purchase offer expires one year from time of Card account opening. You may be permitted to have more than one JetBlue Card account; however, you are only eligible to receive one welcome bonus.
2. You will earn an additional 10,000 TrueBlue points if you apply by April 1, 2011 and use your JetBlue Card to complete \$500 of eligible spending by the end of your first three months of Cardmembership, based on the date of your Card approval. TrueBlue points will be credited to your account 6 to 8 weeks after you reach the spend threshold. If your application is received after April 1, 2011, you will not earn the additional 10,000 points.
3. Certain flights require more points to redeem award travel based on flight chosen and peak travel periods. Taxes and fees apply to award flights: Passenger Facility Charges up to \$9 each way; September 11th Security Fees up to \$5 each way; Federal Segment Tax of \$3.70 per domestic segment (a takeoff and landing); international government fees and taxes up to \$140 each way; Puerto Rico Arrival/Departure Tax of \$16.30 each way; Alaska and Hawaii excise tax of \$8.20 per departure.
4. No blackout dates apply to JetBlue-operated flights.
5. Members will get three (3) TrueBlue points per dollar spent (including select fees, but excluding taxes), plus three (3) bonus points for booking on [jetblue.com](#), for a total of six (6) points per dollar spent. Flights and Getaways packages are eligible for TrueBlue points (not Cruises). Members who make the JetBlue purchase with a JetBlue Card from American Express can get an additional two (2) TrueBlue points per eligible dollar spent.
6. You will accrue one (1) TrueBlue point for each U.S. dollar of eligible purchases on your JetBlue Card account. Cash and cash equivalent transactions and purchases (including balance transfers, convenience checks, and cash advances), interest charges, fees, and purchase credit adjustments do not receive TrueBlue points. Every TrueBlue point received will be transferred to JetBlue as one (1) TrueBlue point. You will accrue one (1) bonus TrueBlue point (for a total of (2) TrueBlue points) for each U.S. dollar of eligible purchases charged on your Card account for JetBlue flights, 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 directly billed as such. Please see your current Cardmember TrueBlue Point Agreement for full terms and conditions. All TrueBlue points are subject to the JetBlue TrueBlue program Terms and Conditions. Customer is responsible for any government taxes and fees that may apply to Award Travel. The expiration date of all TrueBlue points in your TrueBlue Program account will be extended to be 1 year from any date you have a TrueBlue point credited to your TrueBlue Program account if you engage in one of the following activities: (1) Using your JetBlue Card account for eligible purchases or (2) flying on a JetBlue flight. Eligibility and timing are based upon the date the TrueBlue point is credited to your TrueBlue Program account from one of the above qualifying activities.