

OVERVIEW

- BASED IN NEW YORK, JETBLUE AIRWAYS, WHICH CELEBRATED ITS 10TH BIRTHDAY IN 2010, HAS CREATED A NEW AIRLINE CATEGORY BASED ON VALUE, SERVICE AND STYLE.
- JETBLUE OPENED TERMINAL 5 (T5), ITS BRAND NEW HOME AT NEW YORK'S JFK INTERNATIONAL AIRPORT, IN OCTOBER 2008. THE STATE-OF-THE-ART FACILITY COVERS 640,000 SQUARE FEET, INCLUDING 53,400 SQUARE FEET OF FOOD AND RETAIL CONCESSIONS.
- EXISTING RETAIL AND FOOD CONCESSIONS AVERAGE ANNUAL SALES OF APPROXIMATELY \$1,260 PER SQUARE FOOT.
- SEVERAL NEW RETAIL AND FOOD UNITS HAVE BECOME AVAILABLE DUE TO CONSTRUCTION PHASING.



THE JETBLUE EXPERIENCE:

BRINGING HUMANITY BACK TO AIR TRAVEL

- **Award-winning customer service.** Among its many customer service awards, JetBlue has been recognized five years in a row by J.D. Power and Associates for customer satisfaction.
- **Top Quality Product** – All customers on JetBlue enjoy:
 - The most legroom in coach*
 - More free live television with 36 channels of DIRECTV®, plus 100+ channels of XM Radio®, at every seat
 - Unlimited free brand-name snacks



THE FACTS

- **OPENED IN OCTOBER 2008**
- **COVERS 640,000 SQUARE FEET IN TOTAL**
- **FEATURES 27 GATES ON TWO LEVELS (3 GATES NOT YET OPEN)**

Retail Space

- Restaurants and food concessions – 40,000 square feet
- Retail/Service (non-food) – 13,400 square feet

Capacity

- Up to 250 flights per day
- 2,000 JetBlue crewmembers
- Potential future phase two expansion, adding up to 100 flights per day

Current operations:

- Flights to/from 50+ cities across the continental US and Puerto Rico, plus Aruba, The Bahamas, Bermuda, the Dominican Republic, Jamaica, Mexico and St. Maarten. New service is also planned to Barbados and St. Lucia in October 2009.
- Restaurant and food sales annual average income is \$1,080 per square foot
- Retail/service (non-food) annual average income is \$1,800 per square foot
- All food and retail concessions combined annual average is \$1,260 per square foot

CURRENT TENANTS



LIVE FROM T5

Background

- Authentic **entertainment platform** elevating the JetBlue brand.
- Artists surprise and delight travelers with **exclusive live performances** at JetBlue's Terminal 5 at JFK airport.
- Shows are held during peak travel times, post-security in our central Marketplace, to **attract and entertain more customers**.
- The venue is an exciting public space, creating both a **unique and intimate experience**.
- Over thirty performances to date including
 - Superstar Taylor Swift
 - Grammy Award winner Sarah McLachlan
 - American Idol star Chris Daughtry
 - British Singer/Songwriter James Blunt
 - Singer/Dancer/Actor Jason Derulo
 - British boy band The Wanted
 - English Singer/Songwriter Ellie Goulding
 - Cast from the Broadway play "Catch Me If You Can"

LIVE FROM T5

Additional Objectives

- Generate buzz and excitement around JetBlue's Terminal 5 at JFK
- Create exciting content that can be distributed across JetBlue's in-flight entertainment system, social media, and other media assets
- Leverage JetBlue's existing partnerships, sponsorships, and promotions (such as sports team affiliations, Tribeca film festival, Broadway Shows)