



JetBlue Check In for Good OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT IMPROVE YOUR CHANCES OF WINNING. CONTEST IS SUBJECT TO ALL APPLICABLE FEDERAL, STATE AND LOCAL LAWS AND REGULATIONS. VOID ELSEWHERE AND WHERE PROHIBITED. DO NOT PARTICIPATE IN THE CONTEST IF YOU DO NOT FALL WITHIN THE ELIGIBILITY REQUIREMENTS AS SET FORTH BELOW.

CONTEST NAME: JetBlue Check In for Good Contest (the "Contest").

CONTEST DATES: Contest registration is scheduled to begin at 6:00:01 am Pacific Time (PT) on **November 2, 2017** and ends at 11:59:59 pm (PT) on **November 10, 2017** (the "Registration Period").

ELIGIBILITY – WHO MAY ENTER: Contest is open to legal residents of the fifty (50) United States and the District of Columbia who are at least eighteen (18) years of age at the time of entry (an "Entrant"). Void outside the United States and the District of Columbia and where prohibited and restricted by law. The following persons are not eligible to enter, participate or win:

- (a) Employees, officers, and directors of JetBlue Airways Corporation (hereafter, "Sponsor, "JetBlue", or "JetBlue Airways"), Jack Morton Worldwide ("Administrator"), Soar with Reading, Sandals Foundation, Blue Project Atlantis, and their respective parents, subsidiaries, affiliates, divisions, advertising and promotion and/or fulfillment agencies (such entities collectively "Released Parties") and the immediate families (spouse and parents, step parents, children, step children, siblings, grandparents and their respective spouses, regardless of where they reside) and/or those living in the same household of any such individual, whether or not related, are not eligible to enter or win. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's decisions, which are final and binding in all matters related to the Contest. Winning a prize is contingent upon fulfilling all requirements set forth herein. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Contest.

HOW TO ENTER – To enter, visit www.JetBlueCheckInForGood.com ("Contest Website") during the Registration Period and follow the online instructions to complete the online registration form with all required information including first and last name, valid email address, state of residence, birth date, phone number (*including area code*), answer (in 300 characters or less) to a philanthropic question listed on the Contest Website ("Philanthropic Answer"), and answer to each multiple choice question ("Multiple Choice Questions") as listed on the Contest Website (each an "Entry").

After completing an Entry, the Contest Microsite will automatically assign Entrants into one (1) of three (3) grand prize trip pools (the "Giving Trips") based on the Entrant's answers to the Multiple Choice Questions. Entrants will be required to accept the opportunity for the chance to win their assigned Giving Trip, inclusive of traveling on the required dates of their assigned Giving Trip and participating in an activity/event/experience (the "Activity") assigned to their Giving Trip, as a condition of completing the registration process. Any Entrant who is unable or unwilling to travel on the required dates of their assigned Giving Trip, or unable or unwilling to participate in the Activity assigned to their Giving Trip, or who does not complete all required information during the registration process for any reason will not be eligible to win a prize. After reading and agreeing to these Official Rules, Entrants must click the submit button to submit their Entry.

Maximum of one (1) Entry per person and per valid email address during the Registration Period. In case of multiple entries received from any person or email address, only the first Entry received from such person or email address will be considered. No mechanically produced or automated Entries are permitted. Use of any automated system to participate is prohibited and will result in disqualification and all such Entries will be deemed void. False and/or deceptive Entries or acts, including misrepresentation of age, shall render such Entries ineligible. In the event of a dispute as to any Entry, the authorized account holder of the e-mail address included in the Entry will be deemed to be the Entrant. The "authorized account holder" is the natural person assigned an e-mail address by an Internet access provider, online service provider or other organization responsible for assigning e-mail addresses for the domain associated with the submitted address. Proof of being the authorized account holder may be required.



ENTRY REQUIREMENTS AND RESTRICTIONS: All Entries must be submitted by 11:59:59pm PT on November 10, 2017 to be eligible. Partial or incomplete/piecemeal Entries may be disqualified. All Entries become the sole property of Sponsor and will not be returned. Each Entrant agrees that their Entry may be viewed by the public, and may appear on the Sponsor's website and social media pages related to the Contest.

Any available opt-in opportunities are not required to enter the Contest, and checking the opt-in boxes will not improve your chances of winning. By participating and submitting an entry, Entrants agrees that Sponsor is authorized to contact Entrant via email, mail, phone or any other form of media to make contestant aware of information pertinent to the Contest, and to distribute information regarding the Sponsors featured products, special events or promotional offers, or purchase incentives. Entrants may opt-out of any further email communication at any time by simply replying REMOVE to any email message, or following the provided opt-out instructions.

By submitting an Entry, Entrant warrants and represents that he/she consents to the submission and use of the Entry in the Contest and to its use as otherwise set forth herein. Entry may not contain, as determined by the Sponsor, in its sole discretion, any content that:

- is sexually explicit or suggestive; is unnecessarily violent or is derogatory of any ethnic, racial, gender, religious, professional or age group; is profane or pornographic; is obscene or offensive; endorses any form of hate or hate group;
- defames, misrepresents or contains disparaging remarks about Sponsor, its products or services or other people or companies;
- communicates messages or images inconsistent with the positive images and/or good will with which Sponsor wishes to associate;

Sponsor, in its sole discretion, may disqualify any Entry for any reason, including if it determines, in its sole discretion, that Entry fails to conform to these Official Rules in any way or otherwise contains unacceptable content as determined by Sponsor, in its sole discretion. Entrant agrees that Related Entities are not responsible for any unauthorized use of Entries by third parties. Entrants agree that they will not use the Entry for any other purpose, including, without limitation, posting the Entry to any other online social networks, without the express consent of Sponsor in each instance. Any questions regarding the number of entries submitted or the authorized account holder shall be determined by Sponsor in its sole discretion.

ANY ATTEMPT BY ANY PERSON TO DELIBERATELY DAMAGE ANY CONTEST WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO DISQUALIFY AND SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW

Entrants give Sponsor and its designees, successors, licensees and assigns a royalty-free, irrevocable, perpetual, non-exclusive license to use, reproduce, modify, publish, broadcast, edit, modify, create derivative works from, display, and otherwise exploit the Entry (and all rights embodied therein), in whole or in part, on a worldwide basis, and to incorporate it into other works, in any form, media or technology now known or later developed, for any purpose, in any manner (including, without limitation, on website and social media pages of Sponsor), including without limitation for commercial, promotional or marketing purposes, without compensation or notification to, or permission from, you. Sponsor is not obligated to use any of the above-mentioned information or materials. Entrant agrees that Related Entities are not responsible for any unauthorized use of Entries by third parties. Related Entities do not guarantee the posting of any Entry and may take down any Entry at any time and for any reason at its sole discretion.

JUDGING OF ENTRIES AND DETERMINATION OF WINNERS: Following the close of the Registration Period, a panel of judges comprised of employees of Sponsor and Administrator, as solely determined and appointed by Sponsor (the "Judges"), shall review, select and designate (see judging criteria below) a total of twenty-two (22) Entries as the grand prize winning Entries (see Grand Prize Award section for maximum number winners per each Giving Trip). Each selected Entry shall be designated as a potential winner ("Potential Winner"), subject to verification of eligibility, and compliance with these Official Rules. Only an Entrant whose Entry is selected by the Judges shall be eligible to claim their assigned Giving Trip (see



below). All other Entries shall not be eligible to win a prize. If there are less than twenty-two (22) eligible Entries received during the Registration Period, not all prizes may be awarded.

Entries will be judged and winners selected based on the following judgment criteria:

- Philanthropic Answer that represents the answer (30%);
- General clarity and composition of the Philanthropic Answer (20%);
- Use of creativity and originality in the Philanthropic Answer (30%);
- Suitability of Philanthropic Answer for future promotion/presentation (20%).

In case of a tie in the scoring, Administrator will conduct a random drawing between all tied Entries to determine the winning Entry. Selected Potential Winners will be notified initially by phone and/or email beginning on or about November 11, 2017. If such notification is undeliverable or the Administrator is unsuccessful in its attempt to reach and speak directly with a Potential Winner by phone or email after two attempts over a 24-hour period to the phone number listed on that Entrant's Entry, then that Entrant may be disqualified, and the Entrant with the next highest score as determined by the Judges will be notified as per the procedures outlined above (*time permitting*). **Phone messages will not be left during the notification attempts.** If a prize winner is considered a minor, the prize will be awarded in the name of, or to, the winner's parent or legal guardian, who must accept the prize, execute any required documents, and agree to all obligations and undertakings of the winner, both on behalf of himself/herself and winner, or the prize may be forfeited and awarded to an alternate winner.

During each grand prize winner notification phone call, Potential Winners will be informed which Giving Trip they are eligible to receive (*see Giving Trip destinations below*), and must confirm their eligibility and indicate their willingness and ability to accept their assigned Giving Trip, inclusive of traveling on the required dates to the Giving Trip destination and participation in the Activity assigned to their Giving Trip. Sponsor reserves the right to offer an alternate Giving Trip to a Potential Winner at their sole discretion, regardless of which Giving Trip was assigned by the Contest Microsite during the online registration. If any Potential Winner does not meet the eligibility requirements, is unable or unwilling to travel during the designated dates, or is unable or unwilling to participate in the Activity assigned to their Giving Trip, or elects to decline the grand prize for any reason, s/he will be disqualified and, at Sponsor's discretion and time permitting, the Entrant with the next highest score as determined by the Judges will be notified as per the procedures outlined above (*time permitting*). Any disqualified Potential Winner will not receive any alternate grand prize substitution or compensation. Winner selection and participation is non-transferable.

All of the following will apply for each winner (or parent/guardian if winner is a minor): 1) Winner will be required to complete and return, within 1 day of date of receipt, a prize acceptance form, a W-9 form, an affidavit of eligibility, and a liability/publicity and travel release form (unless prohibited by law); 2) Winner's travel guest (if any) will be required to complete and return, within 1 day of date of receipt, a liability/publicity and travel release form (unless prohibited by law); 3) Winner may be required to provide a copy of a valid social security card and a valid driver's license as a condition of participating or receiving any prize; 4) Winner will be issued an IRS Form 1099 reflecting the actual value of all prizes won; and 5) Winner will be responsible for paying all applicable taxes (including, but not limited to all local, state and federal taxes) on grand prize awarded. Failure to collect or properly claim grand prize in accordance with these Official Rules will result in forfeiture of the grand prize. If forfeited for any reason, entrant will not receive any other grand prize substitution or compensation, and the grand prize will remain the property of Sponsor and will not be awarded, except as provided herein.

GRAND PRIZE AWARD (MAXIMUM TOTAL OF TWENTY-TWO (22) WINNERS): Each grand prize winner will receive one (1) trip for two (2) (*winner and one (1) guest*) to their assigned Giving Trip destination as solely designated by Sponsor. The three (3) grand prize Giving Trips for this Contest are as follows:

Giving Trip Destination #1 (Maximum of ten (10) Winners): Montego Bay, Jamaica



- Round trip economy class airfare on JetBlue Airways for (2) (*winner and 1 travel guest*) from the New York City, NY (JFK) to Montego Bay, Jamaica (MBJ) scheduled to depart on 11/27/2017 and return on 11/29/2017. Actual departure dates and times based upon availability and will be solely determined by Sponsor.
- One (1) double occupancy standard hotel room at hotel designated by Sponsor, arriving 11/27/2017 and departing 11/29/2017 (*2 nights' total*) in the Ocho Rios, Jamaica area.
- One (1) gift card in the amount of \$250.00 that may be used towards activities, entertainment, or any expenses of winner's choice;*
- Round-trip ground transportation round-trip between destination airport and hotel;
- All meals to be provided during the volunteer trip between departure from JFK and arrival back to JFK at the conclusion of the trip;
- Assigned Activity (*includes but is not limited to the following*):
 - Working outdoors;
 - Painting;
 - Planting flowers;
 - Working with basic tools to fix needs of a community center;
 - Light lifting of materials under 10 pounds in weight;
 - **NOTE: As a condition of accepting this trip, winner and travel guest, if any, will be required to participate in their assigned Activity. Do not accept this prize if you or your travel guest do not wish to participate in this Activity. Winner and guest, if any, may be required to sign an additional Waiver of Liability for Activity at destination prior to being able to participate in Activity.**

Giving Trip Destination #2 (Maximum of seven (7) Winners): Houston, TX

- Round trip economy class airfare on JetBlue Airways for (2) (*winner and 1 travel guest*) from the New York City, NY (JFK) to Houston, TX (HOU) scheduled to depart on 11/27/2017 and return on 11/29/2017. Actual departure dates and times based upon availability and will be solely determined by Sponsor.
- One (1) double occupancy standard hotel room at hotel designated by Sponsor, arriving 11/27/2017 and departing 11/29/2017 (*2 nights total*) in the Houston, TX area;
- One (1) gift card in the amount of \$250.00 that may be used towards activities, entertainment, or any expenses of winner's choice;*
- Round-trip ground transportation round-trip between destination airport and hotel;
- All meals to be provided during the volunteer trip between departure from JFK and arrival back to JFK at the conclusion of the trip;
- Assigned Activity (*includes but is not limited to the following*):
 - Distributing and organizing books;
 - Setting up pop-up libraries;
 - Carrying boxes under 25 pounds in weight;
 - Reading to children
 - **NOTE: As a condition of accepting this trip, winner and travel guest, if any, will be required to participate in their assigned Activity. Do not accept this prize if you or your travel guest do not wish to participate in this Activity. Winner and guest, if any, may be required to sign an additional Waiver of Liability for Activity at destination prior to being able to participate in Activity.**

Giving Trip Destination #3 (Maximum of five (5) Winners): Nassau, Bahamas

- Round trip economy class airfare on JetBlue Airways for (2) (*winner and 1 travel guest*) from the New York City, NY (JFK) to Nassau, Bahamas (NAS) scheduled to depart on 12/6/2017 and return on 12/8/2017. Actual departure dates and times based upon availability and will be solely determined by Sponsor.



- One (1) double occupancy standard hotel room at hotel designated by Sponsor, arriving 12/6/2017 and departing 12/8/2017 (2 nights total) in the Nassau, Bahamas area;
- One (1) gift card in the amount of \$250.00 that may be used towards activities, entertainment, or any expenses of winner's choice;*
- Round-trip ground transportation round-trip between destination airport and hotel;
- All meals to be provided during the volunteer trip between departure from JFK and arrival back to JFK at the conclusion of the trip;
- Assigned Activity (includes but is not limited to the following):
 - Swimming in deep water and underwater;
 - Carrying boxes under 10 pounds in weight;
 - Working outdoors;
 - Working with marine animals (i.e. dolphins);
 - Planting coral;
 - Riding on a boat estimated to be approximately three (3) miles in the ocean;
 - Walking;
 - **NOTE: As a condition of accepting this trip, winner and travel guest, if any, will be required to participate in their assigned Activity. Do not accept this prize if you or your travel guest do not wish to participate in this Activity. Winner and guest, if any, may be required to sign an additional Waiver of Liability for Activity at destination prior to being able to participate in Activity.**

* Gift card subject to guidelines and policies of designated gift card company. Administrator reserves the right, in its sole discretion, to award multiple gift cards in varying denominations to satisfy the total amount to be awarded.

Sponsor shall solely designate which Giving Trip destination each grand prize winner shall receive. Grand prize winner may not substitute or exchange their assigned Giving Trip destination, except at Sponsor's sole discretion. The ARV of each Giving Trip grand prize is \$2,000.00.

Grand prize winner is solely responsible for any and all transportation and lodging (if applicable) costs required for travel between his/her city of residence and the Sponsor departure airport in New York City, NY (JFK). Grand Prize Winner is also solely responsible for any and all expenses in destination city including, but not limited to, travel insurance, additional lodging, and any other expenses not specified as a part of the prize stated herein as outlined in the Additional Rules and Restrictions below.

Released Parties not responsible for any travel delays or difficulty. Sponsor reserves the right to substitute a prize with one of comparable or greater value, at its sole discretion. If travel delays or difficulty prevent arrival in time for any and all elements of trip, Sponsor is not responsible for awarding any compensation in lieu thereof. Each winner and his/her travel guest must travel together on the same itinerary. Each travel guest must be at least 18 years of age as of 11/27/2017. Travel guest may be designated once and may not be changed once designated. Winner and travel guest will be responsible for securing passports, photo I.D. or other travel documents required for travel. JetBlue reserves the right to deny boarding to passengers without the proper documentation. Any changes to completed travel arrangements, once booked, are the sole responsibility of the winner, and are solely at the winner's expense. Actual value of the trip will depend on point of departure and any airfare fluctuations. Released Parties not responsible for late, lost, damaged or stolen luggage. Grand prize does not include travel insurance, applicable taxes (including, but not limited to all local, state and federal taxes), tips, gratuities, any food in addition to meals as outlined above, alcoholic beverages, service charges, additional overnight accommodations, leisure activities, laundry service, merchandise, souvenirs, local and long distance telephone calls, airport charges, or any other service or item not specifically described above. Any other expenses not specified herein as being included in the grand prize are the sole responsibility of the winner.

If a grand prize winner elects to take prize trip without a guest, components of the grand prize will be awarded in increments/quantities suitable for the actual number of travelers and grand prize winner will not receive any compensation or



substitute/alternate prize for same. Grand prize winner agrees to maintain his or her behavior and the behavior of their travel guest in accordance with all applicable laws, generally accepted social practices and all rules and regulations applicable to any airline, hotel, venue or other entity in connection with participation in any prize activity, including, without limitation, use of a prize. Grand prize winner understands and agrees that if grand prize winner (and/or his/her guest, if any) are removed from any activity at any time if the winner's (and/or his/her guest's, if any) behavior at any point is disruptive or may or does cause damage to person, property or otherwise violates the policies of an entity associated with this prize, in that event, Grand prize winner may be required to forfeit the rest or all of his/her prize, with no substitution or compensation. In the event the Grand prize winner is required to forfeit the rest or all of his/her prize, or the Grand prize winner and/or his/her guest wishes to make changes to their return date for any reason, all travel changes are solely at the winner's expense and Sponsor is not responsible for awarding any additional compensation.

Additional Rules & Restrictions: By participating, Entrants agree to abide by and be bound by the Official Rules and the decisions of the Sponsor and Administrator, which shall be final in all matters relating to this Contest. In the event an Entrant wins a prize, and is later found to be in violation of these rules, he/she will be required to forfeit the prize or to reimburse Sponsor for the stated value of the prize if such violation is discovered after Winner has used the prize.

By participating, Entrants and travel guests agree to hold all Released Parties harmless from any claims, losses, actions, or damages of any kind, whether actual, incidental or consequential, for injury (including but not limited to death), damages, losses or expenses arising out of or relating to Entrant's or travel guests participation in this Contest, or the acceptance, possession or use/misuse of any prize, or participation in prize-related activities (including but not limited to travel or Activity related thereto), and to assume all liability therefor. Released Parties shall not be liable to winner or travel guest or any other person for failure to supply the prize or any part thereof by reason of any acts of God, any actions, regulations, orders, or requests by any governmental entity, equipment failure, terrorist acts, war, fire, unusually severe weather, embargo, labor dispute or strike, labor or material shortage, transportation interruption of any kind, or any other cause beyond Released Parties' sole control.

Except where prohibited, each grand prize winner, by acceptance of prize, grants to the Released Parties the right to publicize his/her name (first name and last initial), address (city and state of residence), Entry (or any portion thereof), photograph, voice, statements and/or other likeness and prize information in any and all media now known or hereafter devised, for advertising, trade and other purposes, throughout the world, in perpetuity, in any manner, without limitation and without additional compensation, consideration, notification or permission, unless prohibited by law.

Participants are restricted to use of ordinary and typical computer equipment, mobile phone equipment, Internet access and cellular networks. Sponsor disclaims all liability for the inability of a participant to complete or continue an entry due to equipment malfunction, busy lines, inadvertent disconnections, acts beyond the Sponsor's control, or otherwise. The Sponsor disclaims any liability for entries not received due to technical difficulties or transmission errors. The Sponsor disclaims all liability for any delays, mis-delivery, loss, or failure in the delivery of any item sent by mail, courier, express, electronic transmission, or other delivery method. Released Parties are not responsible for mechanical, technical, electronic, communications, telephone, computer, hardware or software errors, malfunctions or failures of any kind, including: failed, incomplete, garbled or delayed transmission of online entries, traffic congestion on telephone lines, the Internet or at any website or lost or unavailable network connections which may limit an online Entrant's ability to participate in the Contest, and any injury or damage to Entrant's or any other person's computer or mobile phone related to or resulting from participating in or downloading any information necessary to participate in the Contest. Released Parties are not responsible for any other errors of any kind, whether computer, technical, typographical, printing, human or otherwise, relating to or in connection with the Contest, including, without limitations, errors which may occur in connection with the printing or advertising of this Contest, administration or execution of the Contest, the cancellation of the Contest, the processing of entries or in the announcement of the prizes or prize winners. Sponsor, in its sole discretion, reserves the right to disqualify any person tampering with the entry process or the operation of the Contest website.

Sponsor reserves the right to cancel, modify or terminate the Contest for reasons including, but not limited to fraud, misconduct, regulatory, or technical failures destroy or threaten the integrity of this portion of the Contest, in the opinion of the



Sponsor/Administrator, or if a computer virus, bug, or other technical problem corrupts the administration, security, or proper conduct of the Contest as determined by Sponsor/Administrator, in their sole discretion. In the event of early termination of the Contest, Sponsor reserves the right to determine prize winners from among all eligible, non-suspect entries received as of the time/date of such termination.

IN CASE OF DISPUTES : By participating, each participant agrees that (1) any and all disputes, claims, and causes of action arising out of or in connection with this Sweepstakes, or any rebates awarded, shall be resolved individually, without resort to any form of class action, and any judicial proceeding shall take place in a federal or state court within the State of New York; (2) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, punitive, incidental, and consequential damages, and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant and Sponsor in connection with this Sweepstakes, shall be governed by, and construed in accordance with the laws of the State of New York, without giving effect to any choice of law or conflict of law rules or provisions (whether of the State of New York or any other jurisdiction), that would cause the application of the laws of any jurisdiction other than the State of New York.

USE OF INFORMATION: The information that you provide in connection with the Contest may be used by Sponsor in accordance with its Privacy Policy, which is found at <http://www.jetblue.com/legal/privacy/> and which may be updated from time to time without notice.

Official Rules & Winners List: For a copy of these Official Rules or the name of prize winner, send a self-addressed stamped envelope to be received by January 2, 2018 to: JetBlue Check In for Good, P.O. Box 278, Woodbridge, NJ 07095. PLEASE SPECIFY which you are requesting: Official Rules or Winners List.

Sponsor: This Contest is sponsored by JetBlue Airways Corporation, 27-01 Queens Plaza North, Long Island City, NY 11101

Administrator: This Contest is administered by Jack Morton Worldwide, 909 3rd Ave, New York, NY 10022