

The Soar with Reading Campaign (“Campaign”) will begin its first phase of voting (“Phase 1 Voting”) at 12:00:01 a.m. Eastern Time (“ET”) on June 21, 2018 and ends at 11:59:59 p.m. ET on July 20, 2018. All airport cities serviced by JetBlue Airways (“Sponsor”) in the United States, Puerto Rico, and Cuba (“Blue Cities”) are eligible to participate in the Campaign. All Blue Cities will be separated into four (4) regions designated by Sponsor as follows: Northeast, Southeast, West/Midwest and Puerto Rico/Cuba (each, a “Region”). Eligible voters may vote for their favorite Blue City in each Region by visiting www.soarwithreading.com and following the directions to submit their vote during Phase 1 Voting. The four (4) Blue Cities that receive the top four (4) highest number of votes in each designated Region during Phase 1 Voting will be deemed a Blue City Semi Finalist and will be featured in The Soar With Reading Grand Prize Voting Phase (“Phase 2 Voting”). Phase 2 Voting begins at 12:00:01 a.m. ET on July 21, 2018 and ends at 11:59:59 p.m. ET on August 31, 2018. Eligible voters may vote for their favorite Blue City Semi-Finalist by visiting www.sorawithreading.com and follow the direction to submit their vote during Phase 2 Voting. The Blue City Semi-Finalist that receives the highest number of votes during Phase 2 Voting will be deemed the Grand Prize Winning City. The Blue Cities Semi-Finalists that receive the second, third and fourth highest number of Votes during Phase 2 Voting will each be deemed a Finalist City. In the event of a tie, a random drawing among the tied Blue Cities will take place to select the Grand Prize Winning City and/or the Finalist City on or about September 7, 2018. JetBlue will choose one (1) non-profit organization that focuses on Educational and literacy empowerment. Organizations must be recognized as a nonprofit organization with tax-exempt status under section 501(c)(3) of the Internal Revenue Code with Corporate Offices located within the United States; serving JetBlue cities and must not be politically connected nor discriminatory as deemed by the Sponsor, in its sole discretion in the Grand Prize Winning City to receive the grand prize, which will consist of one (1) \$25,000 grant to purchase books and one (1) \$5,000 book space makeover consisting of furniture, shelves and room accessories (the “Grand Prize”). JetBlue will choose one (1) non-profit organization in each of the Finalist Blue Cities to receive the finalist prize of one (1) \$5,000 grant to purchase books (the “Finalist Prize”). The Grand Prize Winning City and Finalist Blue Cities; as well as the non-profits chosen by each, will be announced on www.soarwithreading.com. To be eligible to vote, participants must be legal residents of the 50 United States, the District of Columbia, Puerto Rico and Cuba, who are 18 years of age or older. **No Purchase Necessary.** Void outside the U.S., D.C., Puerto Rico, Cuba and where prohibited and restricted by law. Sponsor reserves the right to void any and all votes made through any script, macro, robotic, automatic, mechanical, programmed or similar duplication method. Vote counts are not official until verified by the Sponsor, in its reasonable discretion. Any attempt by any person to fraudulently circumvent the voting component of this Campaign for a Blue City will result in disqualification of all such votes received and all such votes will be deemed void. A person may not vote on behalf of another

person. Payment or other consideration in exchange for votes is prohibited. Sponsor is not liable for any software malfunctions, failures or difficulties, or other errors or problems of any kind whether human, mechanical, electronic, network, computer or otherwise relating to or in connection with the Voting Component including, without limitation, errors or difficulties which may occur in connection with the administration of the program, the processing of votes casted, the announcement of winning city, or the functionality of the website. Sponsor's decisions are final and binding in all matters related to the program. Sponsor: JetBlue Airways, 27-01 Queens Plaza North, Long Island City, NY 11101.