

Blade Announces Partnership to Provide Helicopter Airport Transfers and Preferred Benefits to JetBlue's TrueBlue Loyalty Program Members

Partnership launch coincides with next week's route expansion of Blade's Airport service

- JetBlue will provide its Mosaic+ members limited complimentary seats on Blade Airport helicopter transfers when connecting to or from JetBlue flights
- All JetBlue Mosaic and TrueBlue members will have access to preferred pricing on their first Blade Airport flights

NEW YORK--(BUSINESS WIRE)-- Blade Air Mobility, Inc. (Nasdaq: BLDE, "Blade"), a technology-powered global air mobility platform announced today that it has entered into an agreement with JetBlue (Nasdaq: JBLU, "JetBlue"), New York's Hometown Airline® to integrate Blade's Airport service into JetBlue's TrueBlue loyalty program through 2023.

In connection with the partnership, Blade announced that it will be adding an additional route of continuous daily service between BLADE Lounge East, located at East 34th Street in Manhattan, and John F. Kennedy International Airport ("JFK") starting June 27, 2022, as well as introducing additional flights harmonized with JetBlue's growing international schedule operating out of JFK.

"Given its New York City roots JetBlue is an ideal partner as we have ramped up our Blade Airport service to six days a week and up to thirteen hours per day in New York City," said Melissa Tomkiel, Blade's President.

"We know the JetBlue journey starts long before our customers step aboard one of our flights, which is why we are making more of the entire travel experience even easier and even more rewarding," said, Chris Buckner, vice president of loyalty & partnerships, JetBlue. "This partnership with Blade will help us further evolve and enhance our TrueBlue program so our most loyal customers can enjoy more perks more often."

"We look forward to enabling loyal JetBlue fliers to substitute up to two hours of ground congestion for a five-minute flight between Manhattan and area airports," added Jeffrey Brenner, Director, Strategic Marketing and Brand Partnerships at Blade.

About Blade:

Blade is a technology-powered, global air mobility platform committed to reducing travel friction by providing cost-effective air transportation alternatives to some of the most congested ground routes in the U.S. and abroad. Today, the Company predominantly uses helicopters and amphibious aircraft for its passenger routes and is also one of the largest air

medical transporters of human organs for transplant in the world. Its asset-light model, coupled with its exclusive passenger terminal infrastructure, is designed to facilitate a seamless transition to Electric Vertical Aircraft ("EVA"), enabling lower cost air mobility to the public that is both quiet and emission-free. For more information, visit ir.blade.com.

About JetBlue:

JetBlue is New York's Hometown Airline[®], and a leading carrier in Boston, Fort Lauderdale-Hollywood, Los Angeles, Orlando and San Juan. JetBlue carries customers to more than 110 cities throughout the United States, Latin America, Caribbean, Canada and United Kingdom. For more information and the best fares, visit jetblue.com.

Forward Looking Statements

This press release contains "forward-looking statements" within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995. Forward-looking statements include all statements that are not historical facts and may be identified by the use of words such as "will", "believe", "could", "continue", "expect", "may", "plan", and "future" and other similar expressions and the negatives of those terms. These statements, which involve risks and uncertainties, include statements concerning JetBlue's and Blade's intentions as well as its future operations, performance and service offerings. These statements are based on management's current expectations and beliefs, as well as a number of assumptions concerning future events and actual results may differ materially from the results predicted. Factors that could cause actual results to differ materially from those expressed or implied in forward-looking statements include factors can be found in our filings with the U.S. Securities and Exchange Commission. New risks and uncertainties arise from time to time, and it is impossible for us to predict these events or how they may affect us. You are cautioned not to place undue reliance upon any forward-looking statements, which speak only as of the date made, and, except as required by law, JetBlue and Blade undertakes no obligation to update or revise the forward-looking statements, whether as a result of new information, changes in expectations, future events or otherwise.

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