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NEW YORK, May 23, 2002 (BUSINESS WIRE) -- Crunch Fitness International, the country's leading fitness and entertainment brand, and New York-based low-fare carrier JetBlue Airways today launched an "Airplane Yoga" program designed to bring fitness and inner peace to the skies.

A Crunch Fitness Airplane Yoga card, created specifically for JetBlue, is now available in the seatback pocket on all JetBlue flights, offering passengers easy-to-assume yoga positions to help make the flight more relaxing. The cards illustrate four yoga poses, all of which can be achieved without leaving the comfort of JetBlue's leather seats.

"One of the best ways to relax is to exercise," said Jim Solomon, Crunch's CEO and President. "By partnering with JetBlue to offer inflight yoga, Crunch is sharing its expertise to help air travelers relax, entertain themselves and improve their overall travel experience."

"At JetBlue we care about the whole customer, mind and body," said Amy Curtis-McIntyre, vice president of marketing at JetBlue. "We already offer up to 24 channels of free DIRECTV(R) programming at every seat to clear the mind and now we have Crunch's Airplane Yoga to relax the body."

In addition to the Airplane Yoga program, Crunch is also installing bright yellow, heavyweight-style punching bags in JetBlue's Terminal 6 at JFK. Humorous taglines on the punching bags - such as "Forget where you parked?" and "Left the iron on?" - encourage passengers to relieve stress through exercise.

ABOUT CRUNCH:

Crunch Fitness(R) is a bold and vibrant expression of fitness, fashion, music, entertainment and style. Founded in 1989, Crunch is one of the world's leading fitness and entertainment brands with 19 locations in New York, Los Angeles, San Francisco, Miami, Chicago, Atlanta and Mission Viejo. Crunch has a philosophy of "no judgements" and an environment that warmly welcomes people from all walks of life, regardless of shape, size, sex or ability. Renowned for fusing fitness and entertainment, Crunch continually changes the way the world looks at exercise, creating programs like "Cycle Karaoke," "Firefighter Workout," and "Urban Rebounding." The Crunch brand also incorporates original apparel and accessories for men and women, Crunch Magazine, Crunch Radio, chart-topping exercise videos, music compilation CDs and a lifestyle book series. To learn more about Crunch visit www.crunch.com.

ABOUT JETBLUE AIRWAYS:

JetBlue is a low-fare, low-cost passenger airline, which provides high-quality customer service. From its base at New York City's John F. Kennedy International Airport, JetBlue flies to: Fort Lauderdale, Tampa, Orlando, Fort Myers and West Palm Beach, FL; Buffalo, Rochester and Syracuse, NY; Long Beach, Ontario and Oakland, CA; Burlington, VT; New Orleans, LA; Denver, CO; Salt Lake City, UT; and Seattle, WA. From Washington DC, the airline also serves Fort Lauderdale, FL, Long Beach CA, and Oakland, CA. JetBlue is scheduled to add three daily round-trip flights between JFK and San Juan, Puerto Rico, commencing May 30.(a)

Since launching operations in February 2000, JetBlue has served more than six million passengers. The airline flies a fleet of 24 new Airbus A320 aircraft and will take delivery of another 12 new A320s by the end of 2002. All JetBlue aircraft are outfitted with roomy all-leather seats each equipped with free live satellite television, offering up to 24 channels of DIRECTV(R) Programming at every seat.

With JetBlue, all seats are assigned, all travel is ticketless, all fares are one-way, and a Saturday night stay is never required. The airline is offering $5 each way off all fares booked through its web site, www.jetblue.com, through June 30. For more information, schedules and fares, please visit www.jetblue.com or call JetBlue reservations at 1-800-JETBLUE (538-2583).

(a) DIRECTV(R) service is not available on flights between New York City and San Juan, Puerto Rico.

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