# Photo Release -- JetBlue Offers A Window View At Every Seat: JetBlue Airways and Colorcalm Launch Dedicated In-Flight Entertainment Channel Featuring Seamless Colored Skies, Designed to Soothe the Senses

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NEW YORK, Jan. 12, 2005 (PRIMEZONE) -- JetBlue Airways (Nasdaq:JBLU) and Colorcalm(tm) have partnered to offer the airline's customers a unique flying experience -- a dedicated digital video channel featuring the calming colors and soothing sounds of Colorcalm "Skies."

A photo accompanying this release can be found at: http://www.primezone.com/newsroom/prs/?pkgid=1365

Colorcalm "Skies," the first in a series of calming, color programming, will be available to JetBlue customers on select flights and aircraft starting January 2005.

Colorcalm "Skies" is a new, innovative DVD release, produced by Atmos Pictures(tm) in association with the authority on color, Pantone, Inc. and Comchoice(r), a leading Hollywood digital content studio. "Skies" has been designed to relax the viewer and calm the mind with a seamless display of skies with 28 PANTONE(r) Colors and audio variations.

The Colorcalm channel on JetBlue, which will be available free of charge, consists of continuous, soothing, multi-colored skies spanning a full spectrum of 36 PANTONE shades set to classical music. In conjunction with the dedicated Colorcalm channel, every seatback on JetBlue aircraft will carry a Colorcalm card designed to explain the proven, calming power of color. The Colorcalm seatback card offers JetBlue customers a fresh perspective on color and life, as well as ways to balance vital energy chakras through colorful visualization, breathing and meditation exercises.

"With a name like JetBlue, we definitely believe in the power of color," said David Neeleman, CEO of JetBlue. "The Colorcalm channel and the handy seatback card give our customers yet one more way to sit back, relax and enjoy their experience with JetBlue."

"JetBlue is a perfect brand partner for Colorcalm," said Robert Norton, CEO and Founder of Colorcalm. "Just as JetBlue has captured the mindset of the modern, stylish and professional air traveler with its mission to make airline travel a pleasurable and beneficial experience, so Colorcalm combines the power of color, natural imagery and new technology in a modern and minimal way to benefit mood and create calm in people's lives."

According to a recent government survey featured in Newsweek, "In 2002 nearly half of all Americans used mind-body experiences such as meditation, hypnosis and guided imagery to counter stress levels," and research at Harvard Medical School suggests that the "relaxation response" -- the deep sense of calm we can achieve through yoga, prayer or simple deep-breathing exercises -- can help counter the effects of chronic stress.

Colorcalm "Skies" DVD retails for $19.99 and is available online at www.colorcalm.com, www.jetblutique.com and www.amazon.com. "Skies" is also available by calling 1-888-DVD-SKIES.

Colorcalm logo, images, key quotes, statistics and press releases can be downloaded at www.colorcalm.com/downloads. Colorcalm "Skies" is also available in Betacam SP format for TV.

JetBlue Airways is a low-fare, low-cost passenger airline, which provides high-quality customer service. JetBlue operates a fleet of 69 new Airbus A320 aircraft and plans to add 15 additional A320s and 7 Embraer E190s to its fleet in 2005. Based at New York City's John F. Kennedy International Airport, JetBlue currently operates 276 flights a day and serves 30 destinations in 12 states, Puerto Rico, the Dominican Republic and The Bahamas.

All JetBlue aircraft feature roomy leather seats, all equipped with an in-seat digital entertainment system offering up to 36 channels of free DIRECTV(r) programming and, on many flights, a selection of first-run movies and bonus features from FOX InFlight Premium Entertainment.(1)

With JetBlue, all seats are assigned, all travel is ticketless, all fares are one-way, and a Saturday night stay is never required. For more information, schedules and fares, please visit www.jetblue.com or call JetBlue reservations at 1-800-JETBLUE (538-2583), 1-888-538-2583 if calling from Puerto Rico, or 1-200-9898 if calling from the Dominican Republic.

Atmos Pictures is an innovative and forward thinking, ambient media and lifestyle company offering new perspectives in media and interior environments.

Independent and aiming to make the world a better place, in September 2004 Atmos launched Colorcalm, a new lifestyle brand initially comprised of a unique series of calm-enhancing color and audio DVDs, the first of which is entitled "Skies". Based in California, Colorcalm believes colorful lives are a right not a privilege. For more information please visit www.colorcalm.com.

Pantone, Inc., developer of the globally accepted PANTONE Color Systems, is the leading source of traditional and electronic products for the selection and accurate communication of color. With over 40 years experience, Pantone is recognized as the worldwide market leader in color communication and color technology for the graphic design, printing, publishing, textile and plastics industries. More information is available at www.pantone.com.

Comchoice(r) (www.comchoice.com) is widely renowned in the entertainment industry for its DVD design and production work for major film studios, including Warner Bros., 20th Century Fox, the BBC and New Line. The company's expertise also extends to the utilization of interactive technologies (DVD, CD-ROM, and Web) to create Marketing and Promotional campaigns and Training and Educational solutions for clients such as Pfizer, Lexus, Sebastian, Kirin, Frigo Cheese, Circuit City, BestQuest Teaching Systems, and many others.

For details of Colorcalm "Skies" retailers and further press inquiries, please contact Lyn Winter at tel. (323) 788 4551 or lyn@colorcalm.com.

The JetBlue logo is available at: http://media.primezone.com/prs/single/?pkgid=795

NOTE TO EDITORS: The photo is also available at NewsCom, www.newscom.com

(1)DIRECTV(r) service is not available on flights between JFK and Puerto Rico or the Dominican Republic; however, where available, FOX InFlight Premium Entertainment is offered complimentary on these routes.

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