JetBlue Appoints New Vice President, Sales and Marketing

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NEW YORK, March 7, 2005 (PRIMEZONE) -- JetBlue Airways (Nasdaq:JBLU) has appointed Andrea Spiegel as Vice President, Sales and Marketing.

Ms. Spiegel joins JetBlue after running her own travel and luxury goods marketing firm, AKS Communications, for the last eight years. Her clients have included Virgin Atlantic Airways, Cunard Line, American Express and Nota Bene Publishing. Andrea's last year has been spent working with Virgin USA, developing the brand identity and marketing plan for their proposed US domestic airline venture, Virgin America. Before starting AKS Communications, Andrea held positions as VP of Marketing for Cunard Line, Director of Marketing for Virgin Atlantic Airways and Marketing and Advertising Manager for Avis Rent a Car.

Andrea takes the reins from JetBlue's founding Vice President of Marketing, Amy Curtis-McIntyre who left the airline in December to relocate to Chicago and spend more time with her family.

"We're proud to welcome Andrea to JetBlue," said CEO and Chairman, David Neeleman. "She brings a terrific mix of strategic and tactical marketing skills as well as a global perspective of the travel industry at large. An ideal addition to our leadership team, Andrea will focus her efforts on consistently delivering the JetBlue Experience to our very loyal customer base, while continuing to grow the airline in existing and new markets."

She will be responsible for all sales and marketing activities including branding, product development, research, sales and distribution, advertising, promotions, interactive marketing and marketing partnership programs.

JetBlue is a low-fare, low-cost passenger airline, which provides high-quality customer service. JetBlue operates a fleet of 72 new Airbus A320 aircraft and plans to add 12 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 295 flights a day and serves 29 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. On many flights, a selection of first-run movies and bonus features from FOX InFlight Premium Entertainment is available.(a)

With JetBlue, all seats are assigned, all travel is ticketless, all fares are one-way, and an overnight 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. This press release, as well as past press releases, can be found on www.jetblue.com.

(a) 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.

This press release contains statements of a forward-looking nature which represent our management's beliefs and assumptions concerning future events. Forward-looking statements involve risks, uncertainties and assumptions and are based on information currently available to us. Actual results may differ materially from those expressed in the forward looking statements due to many factors, including without limitation, our extremely competitive industry, our ability to implement our growth strategy including the integration of the Embraer E190 aircraft into our operations, our significant fixed obligations, our ability to maintain our culture, our reliance on high daily aircraft utilization, increases in maintenance costs, fuel prices, insurance costs and interest rates, our dependence on the New York market, our reliance on automated systems and technology, our reliance on sole suppliers, additional government regulation and future acts of terrorism or the threat of such acts or escalation of U.S. military involvement overseas. Information concerning these and other factors is contained in the Company's Securities and Exchange Commission filings, including but not limited to, the Company's 2004 Annual Report on Form 10-K. We undertake no obligation to update any forward-looking statements to reflect events or circumstances that may arise after the date of this release.

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

CONTACT: JetBlue
Gareth Edmondson-Jones
gareth.edmondson-jones@jetblue.com

Todd Burke
todd.burke@jetblue.com
Ph: (718) 709-3089

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