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NEW YORK, July 5, 2005 (PRIMEZONE) -- JetBlue (Nasdaq:JBLU) customers will have the unique opportunity to tune in as six-time Tour de France winner Lance Armstrong attempts an historic seventh win and crosses the finish line for the last time. OLN(r) and JetBlue will offer continuous in-flight coverage on DIRECTV(r) of the three-week bicycle race, widely regarded as the world's most grueling endurance race. The 2,126-mile race began on July 2nd, and is followed by 20 punishing stages. The Tour concludes in Paris on July 24th.

To celebrate this exciting event, JetBlue is waiving its $50 checked baggage fee for customers traveling with bicycles(1) in July. OLN's comprehensive coverage of the Tour de France is available on the DIRECTV(r) special events channel, which is just one of the 36 channels of DIRECTV programming(2) available free at every seat on JetBlue. Once customers arrive at their destination, they can continue to follow the Tour as OLN provides more than 300 hours of Tour action in July. This includes live coverage in the morning, replays during the day, and an expanded prime time show, which will provide sports fans across America with an informative and viewer-friendly look at each stage of the Tour. OLN's stellar coverage will be hosted by the incomparable team of Phil Liggett, Paul Sherwen, Bob Roll and Al Trautwig. A complete tour schedule is available at www.OLNTV.com.

"JetBlue customers will not miss a second of Lance's final race," said David Neeleman, CEO of JetBlue Airways. "We will be rooting for him every step of the way during this epic race, which covers a distance almost equivalent to that between New York City and Burbank, CA, in the comfort of our new planes, 34-inch seat pitch for most seats and award-winning friendly inflight service."

JetBlue is a low-fare, low-cost passenger airline, which provides high-quality customer service. JetBlue operates a fleet of 77 new Airbus A320 aircraft and plans to add 8 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 314 flights a day and serves 32 destinations in 13 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 36 channels of free DIRECTV(r) programming -- no other airline offers more live satellite TV options. On flights longer than two hours, a selection of first-run movies and bonus features from FOX InFlight is also available.(2)

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.

Outdoor Life Network is the leader in outdoor adventure and action sports television. Now in more than 63 million homes, OLN is the home of best-in-class events like The Tour de France, The Gravity Games, Professional Bull Riders (PBR), the Boston Marathon and USSA Skiing. The network offers exclusive programming in four primary areas: Action Sports, Field Sports, Bulls & Rodeo and Awe-Inspiring Series, and is the exclusive home of Survivor in syndication. OLN is distributed via cable systems and satellite operators throughout the continental United States and Hawaii.

(1) Bicycles are not accepted on flights to/from the Bahamas or the Dominican Republic due to checked baggage size restrictions. Bicycles will be accepted in a hard-sided, padded case designed for bicycles. If not in a hard-sided case, bikes may be accepted with the handle bars secured sideways and the pedals removed and encased in plastic foam or similar material to prevent damage. Bikes secured in this manner may also be packaged in a cardboard box. JetBlue cannot be liable for lost or damaged bikes.

(2) DIRECTV(r) service is not available on flights between New York City and Puerto Rico or the Dominican Republic.

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

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