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NEW YORK, Feb. 11, 2006 (PRIMEZONE) -- JetBlue Airways (Nasdaq:JBLU) marks its sixth birthday on Feb. 11, but is saving the gifts for its customers. On Feb. 13, the low-fare airline will kick-off its anniversary celebrations with Bigblueweek, a week-long online instant-win game with great prizes designed to give winners their own special taste of the JetBlue experience.

"You can't win if you don't play, and who would want to miss a chance to win some of these prizes?" said JetBlue's CEO David Neeleman. "We've been rewarded with incredible customer loyalty since we began flying Feb. 11, 2000, and this is one way we can say 'thank you' to the world's greatest customers. Our business partners, who help us deliver the JetBlue Experience every day, on every flight, join us in thanking everyone for six great years, and we look forward to a great future together."

You may enter the Bigblueweek instant-win game by visiting www.jetblue.com/bigblueweek and joining TrueBlue, JetBlue's customer loyalty program. Signing up for TrueBlue is free. Entries are limited to one entry per TrueBlue member per day, so participants can try to win every day for five days. Potential winners are instantly notified by email.

Prizes include(a):

-- A fully-loaded 2006 Acura MDX Touring Package with Navigation System and Acura DVD Entertainment System, complete with XM Satellite Radio (six months of service included), a KVH TracVision(r) A5 satellite TV system and six months of DIRECTV(r) TOTAL CHOICE(r) MOBILE service, bringing the JetBlue Experience from 30,000 feet to your neighborhood's streets (ARV: $44,200);

-- 60 DIRECTV Plus(r) DVR systems, plus a year of service, so you never miss your favorite show, in case you're somewhere that doesn't have 36 channels of DIRECTV programming (like JetBlue does) (ARV: $711 each prize);

-- Four JetBlue Getaway vacations (two people per Getaway) to Las Vegas to attend the VH1 Rock Honors Awards on May 25, 2006 -- for a complete rock and roll experience (ARV: $900 each prize);

-- A private concert for two at XM Satellite Radio's XM Performance Theater in Washington, D.C., including round-trip transportation on JetBlue and two nights accommodations. The winner gets to choose from four great shows, just like JetBlue customers get to choose from more than 100 XM Satellite Radio channels on the airline's new fleet of EMBRAER 190 aircraft (ARV: $8,000);

-- 60 Delphi Roady XT(r) satellite radios, all with two free months of basic XM Satellite subscription service (ARV:$250 each prize);

-- Six Pioneer Inno(tm) XM2go portable satellite radios, plus two months of basic XM Satellite subscription service (ARV: $441 each prize);

-- A JVC 61" rear-projection, high-definition television, which is almost 11 times bigger than the in-seat screens on JetBlue flights (ARV: $4,700);

-- 60 copies of Twentieth Century Fox's "Robots" DVD, so you can watch a FOX movie at home, not just on JetBlue flights (ARV: $20 each prize).

For a complete list of prizes, eligibility restrictions, entry instructions, rules and information about this sweepstakes and TrueBlue, visit www.jetblue.com/bigblueweek.

TrueBlue, JetBlue's customer loyalty program, launched in June 2001 and today boasts more than three million members. TrueBlue is free to join and offers members the chance to earn Award flights and access to other great benefits such as special promotions and sale fare alerts. TrueBlue members can earn TrueBlue points for all JetBlue flights, with double points awarded if the travel is purchased via jetblue.com, as well as through the American Express

Membership Rewards program and with the new JetBlue Card from American Express. Customers need to earn just 100 TrueBlue Points to receive a TrueBlue Award which is valid for round-trip travel on JetBlue. For more information, visit www.jetblue.com/trueblue.

In the six years since its launch, JetBlue Airways has focused on creating a new airline category -- a value airline with values. Based out of New York City, the low-cost carrier currently serves 34 destinations with more than 370 flights daily. Onboard JetBlue, customers enjoy roomy leather seats and 36 channels of free DIRECTV(r) programming(b), the most live TV available on any airline. On flights longer than two hours, a selection of first-run movies and bonus features from FOX InFlight(tm) is also available. JetBlue offers customers generous brand name snacks and beverages, including freshly brewed Dunkin' Donuts coffee, and delicious wines selected by the airline's Low Fare Sommelier, Josh Wesson from Best Cellars. With JetBlue, all seats are assigned, all travel is ticketless, all fares are one-way, and an overnight stay is never required. For information or reservations call 1-800-JETBLUE (1-800-538-2583) or visit www.jetblue.com.

(a) NO PURCHASE NECESSARY TO ENTER OR WIN. Eligibility is limited and other restrictions apply. See Official Rules for additional restrictions and complete entry instructions. Sweepstakes begins February 13, 2006 and ends February 17, 2006, and is open only to JetBlue Airways TrueBlue members who reside in the forty-eight (48) contiguous United States and the District of Columbia (except Florida), aged 18 or older, with a valid driver's license. Not eligible to enter are officers, directors, and employees of JetBlue Airways Corporation, KVH Industries, Inc., American Honda Motor Company, Inc., XM Radio Satellite Radio Holding Inc., The DIRECTV Enterprises, LLC., Twentieth Century Fox Home Entertainment, LLC, JVC(r) Corporation, Centra Marketing & Communications, LLC, and their subsidiaries, affiliates, divisions, advertising and promotion, fulfillment and/or judging agencies, dealer and dealer personnel and their immediate families (parents, children, siblings, and spouses) and household members. Winners must produce valid photo ID and sign an affidavit of eligibility and release and other documents. Prize Winners consent to the use of their names, voices, pictures, and likenesses for advertising and promotional purposes in any medium throughout the world in perpetuity without additional compensation unless prohibited by law. Prize winner is responsible for taxes and fees. Void in Hawaii, Alaska, Puerto Rico, Florida and where otherwise prohibited by law.

(b) DIRECTV(r) service is not available on flights to/from Bermuda, Puerto Rico or the Dominican Republic; however, where applicable FOX InFlight is offered complimentary on these routes. FOX InFlight is a trademark of Twentieth Century Fox Film Corporation. JetBlue's in-flight entertainment is powered by LiveTV, a wholly owned subsidiary of JetBlue.

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 190 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/A and Quarterly Reports on Form 10-Q and 10Q/A. 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://www.primezone.com/newsroom/prs/?pkgid=795.

CONTACT: JetBlue Airways
Corporate Communications
(718) 709-3089
corporatecommunications@jetblue.com

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