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Shut-Eye Service Tailored for Customers on Trans-Continental Night Flights

NEW YORK, Apr 4, 2006 (PRIMEZONE via COMTEX News Network) -- JetBlue Airways Corp. (Nasdaq:JBLU), New York's hometown airline, and bliss, New York's hottest spa have partnered to create a unique experience for value-seekers on the low-fare airline's overnight flights from the West. Commonly known as "red-eye" flights after the state of customers upon arrival, the low-fare airline and industry-leading urban day spa, known for its fun approach to beauty, have developed Shut-Eye, an onboard experience that leaves customers feeling refreshed and ready to meet the day.

A photo accompanying this release is available at: http://www.primezone.com/newsroom/prs/?pkgid=2507

"Everyone knows the lowest fares can usually be found on overnight flights," said David Neeleman, JetBlue's Chairman and CEO. "And now, JetBlue's crewmembers are pleased to make the flight as great as the fare. Customers will now think of our overnight flights as a 'shut-eye,' not a 'red-eye.'"

"Red eye and relaxation will no longer be an oxymoron," says Richard Dantas, President of Bliss. "Bliss Spa has designed a Shut Eye Kit(tm) just for JetBlue customers so they can unwind while they fly and arrive feeling refreshed."

Customers on JetBlue's Shut-Eye flights will be treated to the bliss kit, containing bliss breath freshening mint lip balm, bliss lemon+sage body butter, an eyeshade and ear plugs. The airline's night-owl customers can enjoy JetBlue's 36 channels of DIRECTV programming and a selection of FOX movies to make time fly. Still can't sleep? Visit the snack bar in the galley to stretch your legs and help yourself to JetBlue's signature (and free!) unlimited snacks and beverages. (Tasty wines from Best Cellars and cocktails are also available for purchase throughout the flight.) Before arrival, customers will be treated to hot towels and Dunkin' Donuts coffee, orange juice or bottled spring water, refreshed and ready to start the day.

Founded in 1996, bliss was spotted by beauty-obsessed buzz-makers and quickly massaged its way to the top. There are currently seven bliss spas worldwide: blisssoho, bliss57 and bliss49 (at the W New York) in Manhattan, bliss san francisco (at the W San Francisco), bliss chicago (at the W Chicago-Lakeshore), bliss los angeles (at the W Los Angeles - Westwood) and blisslondon in the UK. Bliss Dallas will open at the W Dallas - Victory June 2006. Bliss bath, body and skincare amenities can be found in room at W Hotels nationwide. Bliss retails its bath, body and skincare lines through its bliss catalog, blissworld.com web site and at international retailers including Bloomingdale's, Harrod's, Harvey Nichols, Neiman Marcus, Saks Fifth Avenue, Selfridge's and Sephora. For more information, visit blissworld.com.

In the six years since its launch, JetBlue Airways has focused on creating a new airline category -- an airline that offers value, service and style. Based out of New York City, the low-cost carrier currently serves 35 destinations with more than 410 flights daily. Onboard JetBlue, customers enjoy roomy leather seats and 36 channels of free DIRECTV(r) programming (a), 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. On overnight flights from the West, the airline now offers Shut-Eye Service, with a Shut-Eye Kit(tm) designed exclusively for JetBlue by Bliss Spa and other special amenities including a "good morning" hot towel service. 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) 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, increases in fuel prices, maintenance costs and interest rates, 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 as we grow, our reliance on high daily aircraft utilization, our dependence on the New York metropolitan market, our reliance on automated systems and technology, our reliance on sole suppliers, additional government regulation and changes in our industry due to financial condition and external geopolitical conditions. 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 2005 Annual Report on Form 10-K and Quarterly Reports on Form 10-Q. We undertake no obligation to update any forward-looking statements to reflect events or circumstances that may arise after the date of this release.

(Photo: http://www.primezone.com/newsroom/prs/?pkgid=2507)

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

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SOURCE: JetBlue Airways Corporation

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

Bliss publissity
Robyn Fishelson
(646) 502-1411
robyn.fishelson@blissmail.com

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