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NEW YORK, April 17, 2006 (PRIMEZONE) -- JetBlue Airways, Corp. (Nasdaq:JBLU), today announced the appointment of Richard Zeni to the position of Vice President, Revenue Management, effective March 29, 2006.

Mr. Zeni joins JetBlue from US Airways, where he most recently held the position of Managing Director, Pricing and Revenue Management Development. He has been involved in revenue management at US Airways since 1996, focusing in the area of operations research. Mr. Zeni's 24-year career in the airline industry began working the ramp at Newark International Airport for Piedmont Airlines, with 15 years of airport operations experience for Piedmont Airlines and US Airways prior to moving into the revenue management arena. Mr. Zeni will report to David Neeleman, JetBlue's CEO, and he will be responsible for guiding the airline's revenue management operations.

"The area of revenue management is vital to JetBlue as we face industry challenges and opportunities ahead," said Mr. Neeleman. "Rick's expertise will guide JetBlue's revenue management team into the future and is a further step towards achieving our revenue goals."

Mr. Zeni holds a B.S. in management science from Kean College of New Jersey, an M.B.A. from Montclair State University, and an M.A. in economics, an M.B.A. and a Ph.D. in management science from Rutgers University. Born in Brooklyn and raised in New Jersey, Mr. Zeni has lived for the past 10 years with his wife in Alexandria, VA. He will be relocating to the New York area.

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.

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

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.

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

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