JetBlue Airs Nonstop OLN Tour de France Coverage on In-Flight DIRECTV Service

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Bike and Fly: JetBlue Waives Bike Fees for July

NEW YORK, Jun 30, 2006 (PRIMEZONE via COMTEX News Network) -- JetBlue Airways (Nasdaq:JBLU) customers can watch live coverage of the 2006 Tour de France as they fly during the month of July. OLN(r), DIRECTV and JetBlue will offer continuous in-flight coverage of the 23-day bicycle race, widely regarded as the world's most grueling endurance race. To celebrate the race, JetBlue is waiving its $50 bike fee(a) for customers traveling in July.

"JetBlue customers will not miss a minute of the Tour de France," said David Neeleman, CEO and founder of JetBlue Airways. "With live coverage at every leather seat and award-winning friendly in-flight service, our customers can enjoy watching this great competition. And to encourage more people to take up cycling, JetBlue is pleased to waive bike fees for the month of July."

OLN's comprehensive coverage of the Tour de France is available beginning Saturday, July 1 at 8:30 a.m. ET on the DIRECTV special events channel, which is just one of the 36 channels of DIRECTV(r) programming(b) 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.

"In addition to our exceptional television coverage, we continue to find ways to give fans a tangible way to connect with the races, our experts and the world-wide cycling community," said Gavin Harvey, President of OLN. "Our partnership with JetBlue and DIRECTV will provide cycling enthusiasts nonstop service to one of the most exciting Tours de France in history."

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 38 destinations with more than 410 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. 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.

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

OLN (OLNTV.com) is the national cable home of the National Hockey League (NHL) and the Stanley Cup Playoffs as well as best-in-class events like The Tour de France, the America's Cup, the Dakar Rally, the Professional Bull Riders (PBR), the Arena Football League (AFL), the Boston Marathon, AMA Motocross, Davis Cup and USSA Skiing. Now in more than 69 million homes, the network features the best field sports programming on television and is a destination for sports fans, athletes and sportsmen to find exclusive, competitive events that audiences can't find elsewhere. The network offers unique, competition-themed original programming and is the exclusive home of Survivor in syndication. OLN, a wholly owned company of Comcast Corporation (Nasdaq:CMCSA) (Nasdaq:CMCSK), is distributed via cable systems and satellite operators throughout the United States. The network will be changing its name to Versus as of September 2006.

(a) Bicycles are not accepted on flights to/from the Bahamas, Bermuda 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.

(b) DIRECTV(r) service is not available on flights outside the continental United States; 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 attract and retain qualified personnel and 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 a limited number of suppliers; changes in or additional government regulation; changes in our industry due to other airlines' financial condition; and external geopolitical events and conditions. Further 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.

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SOURCE: JetBlue Airways Corporation

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

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