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Jul 26, 2006

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NEW YORK, July 26, 2006 (PRIMEZONE) -- JetBlue Airways (Nasdaq:JBLU) today announces Martin St. George will join the low-fare airline effective immediately as Vice President, Planning. Mr. St. George will be responsible for the route selection, analysis, and network strategy for JetBlue, and will report to David Neeleman, JetBlue's CEO.

"Marty has a proven track record of understanding market dynamics, and how to grow and sustain a network," said David Neeleman, JetBlue's founder and CEO. "Network and capacity planning is a vital element of JetBlue's growth and continued success. Marty will work closely with our revenue management and marketing departments as we become more sophisticated and dynamic as part of our Return to Profitability plan."

"JetBlue is a story about building a true brand in a commodity business, and sustaining that brand through strategic expansion," Mr. St. George said. "I look forward to contributing to JetBlue's ongoing success." Prior to joining JetBlue, Mr. St. George was Managing Director of Marketing Planning for United Airlines, where he was integral in developing United's "p.s." service in response to changing competitive dynamics. Prior to that role, Mr. St. George held a number of positions of increasing responsibility for both United and US Airways in both the marketing and the network planning divisions. He graduated with a degree in civil engineering from the Massachusetts Institute of Technology in 1986.

David Ulmer, JetBlue's Vice President, Planning, will transition to retirement over the coming months. Mr. Ulmer is a founding JetBlue crewmember, responsible since the airline began flying in February 2000 for building JetBlue's network to 47 announced destinations, and schedule planning a fleet of 112 aircraft and growing.

"Dave's dedication to JetBlue has truly set a great foundation for our future," said David Neeleman, JetBlue's founder and CEO. "We are fortunate to have the continued benefit of Dave's insight as we transition to new leadership in such a key area of our company."

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 41 destinations with more than 440 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(r) coffee, and delicious wines selected by the airline's Low Fare Sommelier, Josh Wesson from Best Cellars(r). On overnight flights from the West, the airline now offers Shut-Eye Service(tm), 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 outside the continental United States; however, where applicable FOX InFlight(tm) is offered complimentary on these routes. FOX InFlight(tm) 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 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.

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

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