Buckeyes' Might Equals (Free) JetBlue Flight(a)

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-- Blue Score Giveaway is Your Chance to Win JetBlue Travel --

    -- JetBlue Will Give Away Free Roundtrips Equal to the
    Buckeye Score For Each of the Next Four Home Games(a) --
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NEW YORK, Oct. 5, 2006 (PRIMEZONE) -- JetBlue Airways (Nasdaq:JBLU) today announced its Blue Score Giveaway for this season's home games of The Ohio State University Buckeyes. For each game, JetBlue will give away roundtrip flights equal to the number of points Ohio State scores in that game(a). The flights will be valid for roundtrip travel on JetBlue's four daily flights between Columbus and New York City (JFK) that began October 3, 2006, or on the airline's daily flight between Columbus and Boston, MA that begins October 18, 2006.

To enter the airline's Blue Score Giveaway, complete and submit the official entry form available on www.jetblue.com/OSU. The promotion will take place at the following four Ohio State football games: Ohio State/Bowling Green on October 7, 2006; Ohio State/Indiana on October 21, 2006; Ohio State/Minnesota on October 28, 2006; and Ohio State/Michigan on November 18, 2006.

"We are thrilled to be adding Columbus to our route map and thought this would be the perfect way to celebrate our new service to Columbus," said Andrea Spiegel, JetBlue Vice President Sales and Marketing. "Through the Blue Score Giveaway, we hope to introduce lots of OSU fans to the award-winning JetBlue experience."

"We're looking forward to a great season for the Buckeyes and are excited about this partnership with JetBlue," said David Brown, The Ohio State University Associate Athletics Director for Marketing. "It's great to have JetBlue in our market, and we look forward to working with them in the future."

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 47 destinations with up to 470 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(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 comfort kit 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. Please note, travel vouchers may only be redeemed by calling 1-800-JETBLUE (1-800-538-2583).

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

(a) Winner is responsible for taxes and fees applicable to free flights, including Passenger Facility Charges of up to $9 each way, September 11th Security Fees of up to $5 each way, and a Federal Segment Tax of $3.30 per domestic segment. RULES: The Ohio State Ticket Giveaway Consists of Four Giveaways. The number of prizes awarded will be based on the number of points scored by Ohio State during four football games: Ohio State/Bowling Green on October 7, 2006; Ohio State/Indiana on October 21, 2006; Ohio State/Minnesota on October 28, 2006; and Ohio State/Michigan on November 18, 2006. If Ohio State does not score any points, JetBlue will award one (1) prize. Each prize will consist of one (1) round-trip non-stop coach air transportation travel voucher(s) for one passenger for travel on JetBlue Airways between Columbus, Ohio and New York John F. Kennedy International Airport or Columbus, Ohio and Boston Logan Airport. Total Approximate Retail Value of each prize: $299. Vouchers are valid for 1 year from date of issuance. To enter, complete and submit the Official Entry Form available on www.jetblue.com/OSU. All entrants who are not winners in any of the Ticket Giveaways will be automatically enrolled in remaining Ticket Giveaway(s). Each entrant is eligible to win only one prize per Ticket Giveaway. If you win a prize in a Ticket Giveaway, you may enter a remaining Giveaway; however, you will not be automatically enrolled and must enroll online as per the above instructions. Limit, one entry per Giveaway.

No purchase necessary. Winner is responsible for taxes and fees as noted above as well as applicable state and local income taxes. Availability is limited and blackout dates apply. Promotion is open to legal residents of the continental United States and the District of Columbia (except residents of New York, Florida, Rhode Island and Puerto Rico) who are 18 years of age or older on October 3, 2006. Ohio State/Bowling Green Ticket Giveaway begins at 6:00 AM Eastern Standard Time ("EST") on October 4, 2006 and ends at 11:59 PM EST on October 7, 2006. Ohio State/Indiana Ticket Giveaway begins at 12:00 AM EST on October 8, 2006 and ends at 11:59 PM EST on October 21, 2006; Ohio State/Minnesota Ticket Giveaway begins at 12:00 AM EST on October 22, 2006 and ends at 11:59 PM EST on October 28, 2006; and Ohio State/Michigan Ticket Giveaway begins at 12:00 AM EST on October 29, 2006 and ends at 11:59 PM EST on November 18, 2006. Potential winner(s) will be notified no later than four days after the end of the Ticket Giveaway. See Official Rules for complete terms and restrictions.

This promotion is officially licensed by The Ohio State University. Trademarks of the University are used with permission.

(b) 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.

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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