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Candlewick Press to Donate Books to Long Beach and Seven Other JetBlue Cities

WASHINGTON and NEW YORK, Nov. 15, 2006 (PRIMEZONE) -- Nickelodeon and JetBlue Airways (Nasdaq:JBLU) confirmed today that Long Beach has been selected to receive 50,000 brand new books for children in need, donated by Candlewick Press, through the "Jet Back to School with Blue" promotion. The books will be distributed to children from low-income families in the Long Beach area during National Children's Book Week, beginning November 13.

The "Jet Back to School with Blue" promotion is part of Nickelodeon and JetBlue's joint partnership with the international nonprofit organization First Book, who give children from low-income families the opportunity to read and own their first new books. Eight JetBlue communities were selected to compete in a customer-driven literacy online voting campaign throughout the months of September and October. The community that received the most votes - Long Beach - will be awarded the 50,000 books. "Jet Back to School with Blue" coincides with the year-long celebration of the 10th anniversary of Nick Jr.'s award-winning program Blues Clues.

The publishing company providing the books is Candlewick Press, which is currently celebrating its 15th anniversary. Candlewick will also donate 15,000 books to each of the other seven JetBlue communities that participated in the "Jet Back to School" promotion, one for each day of National Children"s Book Week. These markets include Boston; Fort Lauderdale; Washington, D.C.; New York; Newark, NJ; Oakland/San Francisco; and Orlando. These donations will bring the total number of books distributed through the "Jet Back to School with Blue" campaign to 155,000. To further commemorate its 15th Anniversary, Candlewick authors will be featured in podcasts on the First Book website (www.FirstBook.org).

"Nickelodeon's participation in the 'Jet Back to School with Blue' promotion further solidifies the network's commitment to building literacy awareness among kids and parents through programs like Blue's Clues and more," said Karen Driscoll, Senior Vice President, Marketing and Strategic Planning, Nickelodeon. "We are delighted to be part of a collaboration with partners like JetBlue, First Book and Candlewick Press that results in books getting into the hands of those who need them."

"JetBlue is committed to enriching the lives of children and supporting the communities we serve through our core values of caring, fun and passion," said Icema Gibbs, Director of Community Relations for JetBlue. "We are thrilled that this partnership with Nickelodeon and First Book, as well as the tremendous generosity of Candlewick Press, enables our campaign to bring the joy of learning to children in need."

"This exciting partnership has generated more than 150,000 books for kids in need, and was done in the most creative and collaborative way possible," explains Kyle Zimmer, president of First Book. "Children in cities across the country now have books of their own to take home and keep."

"At Candlewick Press, we dedicate ourselves to creating the highest quality books for young readers. We have been privileged to work closely with First Book and are proud to support their advocacy efforts and the mission of allowing young people from all backgrounds equal opportunity to experience the joy of reading. Candlewick Press is thrilled to be a part of such an exciting National Children's Book Week celebration," said Karen Lotz, President and Publisher Candlewick Press.

The books raised by "Jet Back to School with Blue" also support "NOGGIN's Get Ready to Read Campaign," an ongoing partnership between First Book and NOGGIN, the commercial-free, educational preschool network from Nickelodeon. The literacy campaign launched in April and aims to generate one million new books for at-risk children.

About Nickelodeon

Nickelodeon, in its 27th year, is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The company includes television programming and production in the United States and around the world, plus consumer products, online, recreation, books, magazines and feature films. Nickelodeon's U.S. television network is seen in more than 92 million households and has been the number-one-rated basic cable network for more than eleven consecutive years. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NYSE: VIA and VIA.B).

About JetBlue

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, 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.

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

About First Book

First Book is an international nonprofit organization with a single mission: to give children from low-income families the opportunity to read and own their first new books. First Book has distributed more than 46 million new books to children in need in thousands of communities nationwide. For more information about First Book, please visit www.firstbook.org.

About Candlewick Press

Candlewick Press is America's fastest growing independent publisher for children, thanks to an incredible roster of talent and best-selling series such as the 'Ologies (Dragonology, Egyptology, Wizardology, and Pirateology); Robert Sabuda and Matthew Reinhart's wildly successful Encyclopedia Prehistorica pop-up books; the rapidly expanding Judy Moody franchise from author Megan McDonald and illustrator Peter H. Reynolds; Martin Handford's iconic Where's Waldo? books; and Lucy Cousins's perennially popular Maisy books. Candlewick is home to Newbery medalist Kate DiCamillo, publishing Because of Winn-Dixie, The Tiger Rising, The Tale of Despereaux, her Mercy Watson picture book series, and her most recent, The Miraculous Journey of Edward Tulane. Candlewick's parent company is Walker Books Ltd., of London, England, with additional offices in Australia and New Zealand. The company continually strives to adhere to the values established by founder Sebastian Walker, whose unique vision for a publishing house as an intimate creative environment where new talent could flourish lives on today.

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