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ADVISORY, Jan 3, 2007 (PrimeNewswire via COMTEX News Network) --
WHAT: The low-fare carrier will hold a press conference launching new service from Chicago's O'Hare International Airport to New York/JFK and LA/Long Beach

WHO: *David Neeleman, JetBlue Airways' founder and CEO
*Nuria I. Fernandez, Chicago Aviation Commissioner

WHEN: Thursday, January 4
7:30 AM**

RSVP is required to attend this event. Please RSVP to JetBlue at alison.eshelman@jetblue.com Press conference begins promptly at 8:15 a.m., prior to first JetBlue arrival

This event will be held on the airside. All members of the news media must pass through the security checkpoint to gain access. Please visit www.tsa.gov to view the list of items that are currently prohibited beyond security checkpoints.

All members of the news media must park in the terminal garage. Only those television stations with live trucks will be permitted to park on the upper level roadway. Outlets with live trucks must contact Wendy Abrams at 773/686-3700 in advance to arrange for temporary parking.

WHERE: Chicago's O'Hare International Airport
Terminal 2, Gate E8

VISUALS: Ribbon-cutting ceremony with JetBlue executives and invited dignitaries

Water Cannon Arch (pending weather) over JetBlue flight 903, arriving at 8:40 AM

Crewmember and customer interviews on first arriving and departing flights

Interior of aircraft (AIRBUS A320) will be available for media tours, featuring 36 channels of DIRECTV(r), FOX InFlight(tm) movies and more than 100 channels of XM Satellite radio

CONTACT:

JetBlue Airways
Todd Burke,
Cell: (646) 352-2336
Todd.burke@jetblue.com

Chicago Department of Aviation
Wendy Abrams,
(773) 686-3700
wabrams@cityofchicago.org

BACKGROUND:

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 49 destinations with up to 470 flights daily. Chicago will be JetBlue's 50th destination. 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.

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