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Best Cellars Co-Founder Joshua Wesson Selects 3 blind moose Merlot and Chardonnay to Complement Airline's Brand-Name Snacks

NEW YORK, Jan. 22, 2007 (PRIME NEWSWIRE) -- JetBlue Airways Corporation (Nasdaq:JBLU) and Low-Fare Sommelier Joshua Wesson, co-founder of Best Cellars Inc., today announced the newest selection of pours for the low-cost carrier's in-flight wine program. By February 1, Merlot and Chardonnay from 3 blind moose, among the hottest new entries in the rapidly growing super premium 'adventure brands' segment of the U.S. wine market, will be available for purchase on all JetBlue flights (a). Selections vary throughout the year.

"Our partnership with Josh and Best Cellars continues to enhance the JetBlue travel and taste experience for our customers," said Eric Brinker, JetBlue's director of brand management and customer experience. "Not only do the wine selections like 3 blind moose pair nicely with our variety of brand-name snacks, but the program also provides our customers with first-class pours at affordable prices."

JetBlue's wine program with Best Cellars began in December of 2005 with Twin Fin's 2004 California Pinot Noir and Chardonnay. Just's Languedoc Merlot and Sauvignon Blanc were the low-fare airline's second selections, in June of 2006.

"I'm in love with our latest pair of high-flying pours," said Joshua Wesson, JetBlue's Low-Fare Sommelier. "They're immensely enjoyable, instantly accessible and utterly egoless. What more could you ask for from an in-flight dining companion?"

"We are very excited to partner with JetBlue and to have our 3 blind moose Chardonnay and Merlot poured on their flights," said Stefanie Jackel, Associate Brand Manager for 3 blind moose. "We have no doubt that both these quality wines will prove to be as memorable on the ground as they are fun to drink in the air."

Josh Wesson's tasting notes are provided with each wine selection on board. Below are the tasting notes for the program's third round of hand-picked pours:

3 blind moose Chardonnay	3 blind moose Merlot
Made from night-harvested grapes to maximize freshness and fruit, 3 blind moose's Chardonnay serves up an enticing array of flavors, from pink grapefruit to papaya jam on toast. Enhanced by a touch of oak, it's one white wine that's as elegant as it is engaging.	Ripened to perfection in the warm California sun, 3 blind moose's Merlot is rich with the scent and savor of chocolate-dipped cherries and plump black plums. Put another way, it's unmoosetakably delicious juice!
What: Chardonnay	What: Merlot
Where: Central Coast, CA	Where: Central Coast, CA
Sugar level: Dry	Sugar level: Dry
Taste category: Soft (medium-bodied white wine)	Taste category: Smooth (medium-bodied red wine)
JetBlue Snack Pairing: Splendid with just about every snack JetBlue serves!	JetBlue Snack Pairing: Moose Merlot, Meet Doritos(r) Munchies Mix!

Best Cellars operates a chain of award-winning value-oriented wine stores where the bottles are arranged by taste and priced mostly under $15. Selections are limited to around 100 labels from across the wine world, hand-picked by the Best Cellars team of top-gun palates led by Chairman, Co-Founder and Executive Wine Director, Joshua Wesson (who now adds "Low-Fare Sommelier" to his long list of vinous accomplishments). Best Cellars stores can be found in New York City, Boston, Washington D.C., Dallas and Arlington, VA. The company's online store is accessible at www.bestcellars.com.

3 blind moose is made by Centerra Wine Company, the popular-priced and premium wine producer of Constellation Wines U.S., which is part of

Constellation Wines, the world's largest wine business, an operating division of Constellation Brands, Inc. (NYSE: STZ and STZ.B) ("CBI"). Constellation Wines U.S. encompasses four of CBI's U.S. wine businesses: Icon Estates, Centerra Wine Company, Pacific Wine Partners, and North Lake Wines. Leading brands include Alice White, Arbor Mist, Cook's, Covey Run, Inglenook, Ravenswood Winery, Robert Mondavi Private Selection, Talus Collection, Vendange, and Woodbridge by Robert Mondavi.

JetBlue Airways is focused on creating a new airline category -- an airline that offers value, service and style. Based in New York City, and entering its seventh year, the low-cost carrier currently serves 50 destinations with up to 500 flights daily. Onboard JetBlue, customers enjoy roomy leather seats with industry-leading legroom (up to 36 inches!) on the A320 aircraft, and no middle seats on the E190 aircraft (b). Customers also enjoy 36 channels of free DIRECTV(r) programming, the most live TV available on any airline (c). 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). 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) Beer, wine and cocktails are available for purchase ($5) on JetBlue flights over one hour.

(b) The modification of JetBlue's A320 fleet that will bring customers the 36 inches of leg room will be complete by March 2007.

(c) 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.primenewswire.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 being subject to potential unionization; 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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