Photo Release -- It's No Trick! Travelers On JetBlue Airways Will be Treated to AirHeads Blue Mystery Blast Bars This Halloween

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Low-fare, High-thrills Carrier Brings Trick-or-Treating Tradition to 30,000 Feet On All Flights October 31

NEW YORK, Oct 31, 2007 (PrimeNewswire via COMTEX News Network) -- This Halloween, trick-or-treaters traveling on JetBlue Airways (Nasdaq:JBLU) will be treated to scarily tasty AirHeads(r) Blue Mystery Blast candies whether they are in costume or not. On Wednesday, October 31, JetBlue's award-winning Inflight Crewmembers will bring the trick-or-treat to the seat on all afternoon and evening flights to the low-fare, high-thrills carrier's 53 destinations, giving out the bold, flavorful treats to kids and adults alike.

A photo accompanying this release is available at http://www.primenewswire.com/newsroom/prs/?pkgid=4338

"We are constantly looking for fun and creative ways to enhance the JetBlue Experience, and what better way to celebrate Halloween with our customers than a trick-or-treating party at 30,000 feet?" said Dave Barger, JetBlue's CEO. "This year, the young and young at heart can enjoy an AirHeads Blue Mystery Blast treat in addition to our other free and tasty snacks. And with 36 channels of free, live TV, you can tune in to Halloween-themed shows and movies to put you in the spirit." Airheads Senior Brand Manager, Irene Pritchett says, "Kids and adults love the bold colors and flavors of Airheads taffy bars. But what they love most is all the fun ways they can eat them. And what could be more fun than eating them at 30,000 feet as a Halloween treat?"

Whether traveling to a favorite haunt or visiting a previously unknown destination, customers flying JetBlue are treated to the JetBlue Experience 365 days a year, including 36 channels of free, live TV, free and frighteningly good snacks and beverages, award-winning customer service, comfy leather seats and mysteriously generous legroom (the most of any other airline in coach).

Perfetti Van Melle USA is headquartered in Erlanger, Kentucky, where it produces and distributes Airheads, Airheads Xtremes, and Mentos. The company is part of Perfetti Van Melle, a privately-owned company that produces and distributes candies and chewing gums in more than 130 countries around the world, including Mentos, Frisk mints, and Fruittella soft-chew candies.

New York-based JetBlue Airways has created a new airline category based on value, service and style. Known for its award-winning service and free TV as much as its low fares, JetBlue is now pleased to offer customers the most legroom throughout coach (based on average fleet-wide seat pitch for U.S. airlines). JetBlue is also America's first and only airline to offer its own Customer Bill of Rights, with meaningful and specific compensation for customers inconvenienced by service disruptions within JetBlue's control. Visit www.jetblue.com/promise for details. JetBlue serves 53 cities with up to 525 daily flights. 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.primenewswire.com/newsroom/prs/?pkgid=795

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 service is provided by LiveTV, a wholly owned subsidiary of JetBlue.

(Photo: http://www.primezone.com/newsroom/prs/?pkgid=4338)

The photo is also available via AP PhotoExpress.

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JetBlue Airways
          Corporate Communications
            (718) 709-3089
            CorporateCommunications@jetblue.com
          For Reservations
            800-JETBLUE (800-538-2583)
          www.jetblue.com
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