JetBlue Airways Commemorates Eighth Anniversary With a Filling 'All You Can 8' Sweepstakes

Feb 11, 2008

JetBlue Airways Commemorates Eighth Anniversary With a Filling 'All You Can 8' Sweepstakes

800 Seats are Up for Grabs: 100 TrueBlue Customers Will Each Win Roundtrip Travel for 8 to Share With Family and Friends

NEW YORK, Feb. 11, 2008 (PRIME NEWSWIRE) -- JetBlue Airways Corporation (Nasdaq:JBLU) today celebrates its eighth anniversary by giving away 800 roundtrip flights to 100 lucky TrueBlue members and seven of their friends and family in a filling 'All You Can 8' sweepstakes (a). Customers flying with JetBlue may celebr8 by enjoying unlimited complimentary snacks (even 8 or more!), watching DIRECTV(r) (b) (maybe channel number 8?) while relaxing in leather seats with extra legroom (row 8, perhaps!).

"We took to the skies in February 2000, with a mission to create an airline that is not only affordable but also in tune with the needs and wishes of customers," said Dave Barger, CEO of JetBlue Airways. "Eight years later, we'd like to say 'Thank You' to our loyal TrueBlue members, now more than 5 million strong, with a special gift: 800 free flights! As always, these will be accompanied by free TV, free snacks, and free-flowing hospitality from our award-winning crewmembers."

Members of TrueBlue, JetBlue's customer loyalty program, may enter the "All You Can 8" sweepstakes (a) by visiting www.jetblue.com/8 and submitting the names and e-mail addresses of seven friends and family members. One hundred TrueBlue members will win free * roundtrip travel to any of JetBlue's 53 destinations for themselves and the seven people they listed. Entries must be submitted by February 29, 2008. Not a member? Not a problem. Customers may join TrueBlue for free. Entries are limited to one entry per TrueBlue member. One hundred lucky winners will be announced by March 17, 2008 (a).

For a detailed description of the prize, eligibility, entry instructions, rules and information about the promotion and TrueBlue, please visit www.jetblue.com/8.

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 introduced complimentary in-flight e-mail and instant messaging services on aircraft "BetaBlue," a first among U.S. domestic 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 600 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

(a) This Sweepstakes begins at 12:00:01 a.m. Eastern Standard Time ("EST") on February 11, 2008 and ends at 11:59:59 p.m. EST on February 29, 2008 ("Promotion Period"). To enter, visit www.JetBlue.com/8 during the Promotion Period, log into your TrueBlue account by submitting your email address and password, click the "Log in to Enter" button and complete the Official Entry Form as instructed. To become an Entrant, you will be required to complete the Official Entry Form by including email address, first and last name, shipping address and daytime phone number ("Entrant"). In addition, on the Entry Form you will be required to provide the first and last name and a valid email address for up to seven (7) family members or friends to whom you would give a JetBlue Travel Authorization Letter if you are selected as a Grand Prize Winner (collectively, "Entry"). If you are not a registered TrueBlue member, you will be required to complete and submit a TrueBlue Registration Form prior to entering the Sweepstakes. There is no cost to become a TrueBlue member. Only TrueBlue Members in good standing are eligible to enter. Entries must be received by 11:59:59 PM EST on February 29, 2008. Limit one entry per person/per TrueBlue account number. The family members or friends listed on the Entry Form may not be substituted if your Entry is selected as a Grand Prize Winning Entry and the family members or friends listed on the Entry Form must register for TrueBlue if your Entry is selected as a Grand Prize Winning Entry. Sponsor is not responsible for computer system, phone line, technical, hardware, software, program or server failures of any kind, lost or unavailable network connections, incomplete, garbled or delayed computer transmission or network connections or any other difficulties that are human or technical in nature. Sponsor is not responsible for entries that are processed late or incorrectly or those that are lost due to computer or electronic malfunction or other error or for those entries that for any reason are not received by Sponsor prior to the stated deadlines. All entries become the property of the Sponsor and will not be acknowledged or returned. Entries must include a valid e-mail address for the Entrant. Sweepstakes entrants and prize recipients must be legal residents of the fifty (50) United States or the District of Columbia, aged 18 or older, who are JetBlue Airways TrueBlue members at the time of entry. Void in Puerto Rico, outside the U.S. and where prohibited by law.

(b) DIRECTV(r) service is not available on flights outside the continental US; however, where applicable FOX InFlight is offered complimentary on those routes.

* Winner is responsible for taxes and fees that apply to use of Travel Authorization Letter.

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 ability to operate reliably the EMBRAER 190 aircraft; 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 2006 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 Airways Corporation
Corporate Communications
(718) 709-3089
CorporateCommunications@jetblue.com
Reservations
(800) JET-BLUE (538-2583)
http://www.jetblue.com/?source=pr

Powered by SITECORE