Robin Hayes, Former EVP - The Americas for British Airways, Appointed to Executive Vice President, Chief Commercial Officer for JetBlue Airways

May 01, 2008

Robin Hayes, Former EVP - The Americas for British Airways, Appointed to Executive Vice President, Chief Commercial Officer for JetBlue Airways
NEW YORK, May 1, 2008 (PRIME NEWSWIRE) -- JetBlue Airways (Nasdaq:JBLU) today announces the appointment of Robin Hayes to the position of Executive Vice President, Chief Commercial Officer. Mr. Hayes, formerly EVP - The Americas for British Airways, will be responsible for the New York-based value airline's revenue, network, sales and marketing strategy.

"Robin brings an extensive wealth of experience and expertise to JetBlue, and I'm extraordinarily pleased to welcome him to the team," said Dave Barger, JetBlue's CEO. "Robin joins JetBlue as we enter a new phase of our company. JetBlue is a 'value' airline -- not a legacy airline, and not just a low cost carrier. We aim to bring value-added products and services to our customers, and Robin will lead our efforts in developing customer-focused initiatives."

"I am honored to join the JetBlue team," Mr. Hayes said. "JetBlue has carved a new North American airline niche -- one that customers have flocked to for a very simple reason: They are treated well on JetBlue, and they get more value for their dollar. JetBlue crewmembers are the power behind the brand, and I look forward to supporting their efforts in taking JetBlue to the next level in this challenging environment."

Mr. Hayes brings his experience in running British Airways' leisure department, including their British Airways Holiday package product to JetBlue. He started his 19-year career with British Airways on the frontline, assisting customers in Glasgow, Scotland. Throughout his career with British Airways, he held positions of increasing responsibility in both the operational and commercial divisions, bringing a true understanding of what it takes to operationalize the strategy.

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 Lots of Legroom and super-spacious Even More Legroom seats. 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 550 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.

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.

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 and the effect of increased congestion in this 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 2007 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 Corporate Communications
(718) 709-3089
CorporateCommunications@jetblue.com
For Reservations and Customer Service
800-JETBLUE (800-538-2583)
www.jetblue.com

Powered by SITECORE