JetBlue Airways' Tasty Snacks Go Swimmingly With King Fish Shiraz and Blue Fish Riesling

Jul 01, 2008

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  Low-Fare Sommelier Joshua Wesson Selects New Seasonal In-flight Pours

   Key Largo Lime Cookies From Immaculate Baking Company Now Boarding
                    for a Refreshing Summer Snack
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NEW YORK, July 1, 2008 (PRIME NEWSWIRE) -- JetBlue Airways Corporation (Nasdaq:JBLU) has Gone Fishin'. The value airline's Low-Fare Sommelier, Joshua Wesson of Best Cellars at A&P, selected King Fish Shiraz and Blue Fish Riesling as the summer's best in-flight catches. In addition, JetBlue's usual cookie choice, Immaculate Baking Company's Chocobillys(tm) Chocolate Chunk, will be refreshed with Key Largo Lime until the end of the season.

"At JetBlue, we're always looking for services and products that complement our award-winning customer experience," said Brett Muney, Manager of Product Development for JetBlue Airways. "What's live entertainment without your own seatback TV, or comfy leather seats without lots of legroom? Some things are just meant for each other. Joshua is one of the best in his field, pairing affordable, high-quality wine selections with JetBlue's free and unlimited selection of name-brand snacks."

"I'm all hotted up over our newest pair of wines because they're both a hoot to drink and delicious with just about any food you might find at the airport, from tuna maki to chicken mole," said Joshua Wesson of Best Cellars at A&P. "Best of all, they taste every bit as good six miles up as they do on the ground!"

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

King Fish Shiraz		Blue Fish Riesling	
Fairly bursting with the flavors of dark berries and cherries, King Fish's mouth-watering Shiraz takes the irresistible allure of ripe summer berries and unites it with the scents and savor of mocha, cinnamon and clove.		Lighthearted and shamelessly easy to drink, but rich with the lingering taste of tangerines, apricots and peaches. Blue Fish's lip-smacking Riesling captures all that's good about summer in every tasty sip.	
What:	Shiraz	What:	Riesling
Where:	Central and North Coast, California	Where:	Rheinpfalz, Germany
Sugar level:	Dry	Sugar level:	Off-dry (a kiss of sweetness)
Taste category:	Smooth (medium-bodied red wine)	Taste category:	Soft (medium-bodied white wine)
JetBlue Snack Pairing:	All Nuts Jumbo Cashew Halves	JetBlue Snack Pairing:	Key Largo Lime Cookies

JetBlue's wine program with Best Cellars began in December of 2005 with Twin Fin's Monterey Pinot Noir and Chardonnay, followed by Just's Languedoc Merlot and Sauvignon Blanc, 3 blind moose California Chardonnay and Merlot and Santa Julia Viognier and Merlot. Selections vary throughout the year, but a red and white option is always available for purchase (a).

All in-flight snacks and beverages on JetBlue are 100% trans-fat free. The airline led the way in December of 2006, actively seeking out healthy snack alternatives to become one of the first to provide only trans-fat free selections.

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 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.

(a) Beer, wine and cocktails are available for purchase ($5) on JetBlue flights over one hour. Must be 21 or over for purchase with proof of positive I.D.

DIRECTV(r) service is not available on flights outside the continental United States.

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 ability to operate reliably the EMBRAER 190 aircraft and our new terminal at JFK; 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.

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