No More Dirty Pillow Talk: JetBlue Airways and CleanBrands Partner to Offer The World's Cleanest Travel Pillow and Blanket Kit

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-- Eco-Friendly take-home kit provides high-altitude comfort for the health-conscious traveler --

-- In-flight purchase includes a coupon for $5 off any Bed, Bath & Beyond item --

NEW YORK, Aug. 4, 2008 (PRIME NEWSWIRE) -- JetBlue Airways Corporation (Nasdaq:JBLU), together with CleanBrands LLC, an innovator in the creation and development of products devoted to improving the health of the sleep environment, today announced the creation of The World's Cleanest(tm) travel pillow and blanket kit. Effective today, customers on JetBlue flights longer than two hours may purchase the $7 eco-friendly pillow and blanket, which includes a coupon for $5 off the future purchase of any item at Bed Bath & Beyond.

The World's Cleanest(tm) travel pillow features an advanced technology called MicronOne(tm), a fabric that blocks all micro-toxins larger than one micron in size, such as dust mites, mold spores, pollen and pet dander. Using this technology, the airline's new in-flight pillow and blanket kit provides peace-of-mind and allows the health-conscious traveler to rest easier in flight. The take-home travel kit includes a 10" x 12" size plush pillow, as well as a 39" x 51" fleece blanket. Both items fit neatly back into the enclosed carrying case for use on future trips.

"Replacing our old, recycled pillows and blankets with this state-of-the-art, high-quality take home kit is an eco-conscious, health-conscious and customer-conscious decision," said Brett Muney, General Manager of Product Development for JetBlue Airways. "We are constantly seeking ways to enhance the in-flight experience for our customers, and providing them the option to purchase The World's Cleanest travel pillow and a fleece blanket at an affordable price delivers on that promise."

"This partnership with JetBlue Airways is a natural extension to our product line," said Mike Linn, CEO of CleanBrands. "And thanks to the active participation of Bed Bath & Beyond, JetBlue customers can try our product at a very low cost."

"Clean, healthy sleep should not be limited to just terra firma," said Gary Goldberg, President and Founder of CleanBrands. "We've contributed greatly to the clean, allergy-free environment of many households throughout the country with our mattress encasements and pillows and are more than pleased to offer the same high quality comfort tools to JetBlue customers."

On JetBlue's overnight flights from the West, customers are enticed to sleep with the airline's signature Shut-Eye Service(tm), which includes a complimentary Snooze Kit containing an eyeshade and ear plugs. Night owls can make the time fly by with 36 channels of free DIRECTV(r) programming and a selection of pay-per-view movies, or stretch their legs with a visit to the complimentary, self-service Snack Bar in the galley. Before landing, customers are treated to a "good morning" service of hot towels and Dunkin' Donuts coffee, orange juice or bottled spring water, allowing them to arrive refreshed and ready to start the day.

About CleanBrands LLC

CleanBrands LLC is a leading company that designs and manufactures MicronOne-based products devoted to improving the health of the sleep environment. Founded in 2006, the Providence, Rhode Island-based CleanBrands LLC is committed to helping people everywhere experience a new level of protection. One of the initial technologies created by CleanBrands is MicronOne, a technology that is being used in numerous consumer applications. CleanRest is the first product line to leverage MicronOne technology and address consumers' immediate need for an efficient and effective guard against dust mites, bed bugs and peripheral air elements that affect the quality of one's sleep. By creating a simple solution to address his oldest son's breathing difficulties, Gary Goldberg, the textile scientist who created MicronOne, and the company, continue to innovate and introduce new platforms in empowering fabrics. Please visit www.MicronOne.com.

About JetBlue Airways

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.

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.

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, 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 Airways
Corporate Communications
(718) 709-3089
CorporateCommunications@jetblue.com

CleanBrands
Roger Doyon, Vice President
(401) 427-1373
rdoyon@cleanbrands.com

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