

JetBlue Terminal 5 At JFK to Offer Customers Unique Dining and Shopping Experience

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22 Food Concessions and 25 Retail Stores Create T5 Travel Experience

NEW YORK, Sep 22, 2008 (GlobeNewswire via COMTEX News Network) -- JetBlue Airways (Nasdaq:JBLU), partnering with specially-selected concessionaire and retail partners, will introduce a unique dining and shopping experience to customers upon the opening of JFK's new Terminal 5 in October. T5 will have 22 food and beverage and 25 retail outlets with a central 55,000 square-foot dining and shopping Marketplace. The value-airline's new New York home will offer over 50 percent more concession space than its current Terminal 6.

"Terminal 5 will provide JetBlue customers extensive and unique options for dining and shopping," said George Sauer, vice president corporate real estate for JetBlue Airways. "The T5 concession and retail partners were carefully selected after a rigorous application process in order to provide our customers with a variety of options and superior services. These high-quality consumer options bring the award-winning, in-air JetBlue amenities and experience to the ground."

OTG Management will oversee all food and beverage concessions space in T5, creating an experience inspired by New York City's unique culinary fabric. OTG's T5 experience will include nine full-serve restaurants, bars and cafes; a gourmet food hall featuring eight quick-serve eateries; grab-and-go gourmet markets; three coffee bars; six bars/lounges; and an innovative gate area program called re:vive that offers table service dining. Through OTG's revolutionary new concept, customers utilize touch-screen monitors to order meals to be delivered to the gate area, as they enjoy comfortable seating options and power outlets for charging electronics.

"OTG is determined to revolutionize the airport dining experience and establish a new, higher standard for airport cuisine," said Rick Blatstein, CEO, OTG Management. "At JFK's T5, we want to deliver an authentic New York culinary experience with offerings created by the city's top chefs. Additionally, we want to bring humanity and warmth to airport dining and help relax the travel experience, overall."

As a first for an airport dining experience, OTG, who will own and operate each of the T5 dining establishments, assembled a group of New York City's top chefs -- including Mark Ladner, Lee Hanson, Riad Nasr, Alexandra Raij, Roberto Santibanez and Michael Schulson -- to create restaurant concepts that are exclusive to the new terminal.

Restaurants:

SiveSteak	With an exciting bar scene and sidewalk seating, SiveSteak takes a relaxed approach to the classic American steakhouse.
Aeronuova	This enticing trattoria features traditional Italian cuisine with a modern translation.
Deep Blue Sushi / Deep Blue on the Fly	This popular restaurant and bar at Terminal 6 is getting an update for T5, both in menu and design.
La Vie	A French brasserie offers an exquisite dining choice for JetBlue customers.
Piquillo	Piquillo brings the flavors of Spain to JetBlue with the first tapas restaurant in a U.S. airport.
New York Sports Grill	With 48 beers on tap and an updated menu, the T5 version of JFK's favorite sports bar will create a sophisticated eating experience that will appeal to all travelers.
Revolucion	Revolucion is a celebration of the authentic flavors of Mexico, showcasing regional dishes

that reflect the spirit of Mexican cooking.

Loft	Loft is a large restaurant and bar featuring traditional American fare, evoking the style of large lofts in the Meatpacking District.
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Food Hall:

Boar's Head	Boar's Head will offer a wide assortment of sandwiches, wraps, and paninis, with breads sourced from a local New York bakery to ensure freshness.
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Cheeburger Cheeburger	One of the more popular brands in Terminal 6, customers can grab tasty burgers that range from 7 to 14 ounces.
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Cibo Express Gourmet Market / Dunkin Donuts	OTG has created the only true airport gourmet market, with more than 40 varieties of sandwiches and hundreds of items for the traveler on the go.
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Fresco Pasta	Fresco is a lively pasta and wine bar.
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Lucy's Asian Kitchen	This quick serve Asian concept focuses on fresh ingredients - every entree is made to order.
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Philly Cheesesteaks	Serving traditional beef cheesesteaks, as well as pork and chicken, all hot sandwiches at this quick-serve eatery are made to order using only the freshest ingredients.
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Pommes Frites	Another delicious food hall eatery serving up crispy potatoes with a variety of toppings.
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Roma Pizza	Roma Pizza makes New York-style pizzas that are removed piping-hot from the baking stone and immediately served up to hungry customers.
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Throughout the terminal:

Aunt Butchie's Bakery and Cafe	A favorite at Terminal 6, the Brooklyn bakery brings New York's Favorite Chocolate Mousse Cake to T5, along with its line of gourmet coffee and bakery items.
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Away Cafe / Cibo Express / Dunkin' Donuts	Jimmy Buffett would feel right at home at this Polynesian-inspired bar located in the departures lobby pre-security.
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Dunkin' Donuts	Dunkin' Donuts is the largest coffee and baked goods chain in the world and sells more hot regular coffee, iced coffee, donuts, and bagels than any other quick service restaurant in America.
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Horizon Bakery Cafe	The French-inspired bakery will contain a variety of breakfast pastries and breads, which will be a welcome sight for early morning travelers.
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Jamba Juice	Jamba Juice offers sun-kissed fruit-filled smoothies and delicious baked breads that give you the extra oomph needed to get going and will have two locations - one in the Marketplace and one in baggage claim.
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Velocity Bar	This bar will feature an assortment of cocktails, beer and wine.
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T5 retail will offer JetBlue customers an extensive variety of trendy products and experiences.

Blue Sky Traders	A newsstand developed exclusively for JetBlue.
Borders	The large national bookseller comes to T5, with a full-size bookstore.
Brighton	At Brighton, a customer might choose a lipstick case that matches a wallet, jewelry that matches a pair of sunglasses, a handbag that matches her footwear, or an entire coordinating collection consisting of multiple accessories.
CNBC Newsstand	The Paradies Shops brings its nationally recognized CNBC Newsstand to JetBlue.
ExOfficio	ExOfficio has been creating the ultimate apparel for worldly exploration since 1987.
Harmony Pharmacy	Harmony Pharmacy will provide customers and crewmembers with an extraordinary service-oriented pharmacy, onsite medical center and a high quality selection of international products in a tasteful environment.
Hot Trends	Hot Trends features a concept offering some of today's hottest selling trends. Beginning with Cloudz, the kiosk will feature a variety of travel accessories and necessities.
International Shoppes Duty Free/Duty Paid	A full assortment of the most popular travel-retail merchandise will be available for customers jetting to both domestic and international destinations. Liquor and tobacco products will be available to internationally-destined customers.
LACOSTE	The famous crocodile brings its assortment of apparel to T5, with a strong selection for all travelers.
MUJI to GO	The large retailer from Japan comes to T5 with an assortment of useful items for customers on the go.
Ron Jon Surf Shop	The World's Most Famous Surf Shop finally comes to New York, with a "One of a Kind" location at T5.
Taxco Sterling	This retail kiosk will feature the incredible silver jewelry designed by some of the best jewelers straight from Taxco, Mexico.
Techshowcase	An electronics store conceived to meet the demand of high quality mobile electronics; Techshowcase features exhibits that allow customers to try out a device before purchasing.
The Grove	The Terminal 6 favorite moves over to T5, with its line of natural snacks, candy, frozen yogurt and chocolate.
WFAN	Recognized by locals as "The Fan," this New York sports radio station heard on 660AM comes to T5 with a line of sports apparel and collectibles celebrating New York's Professional and Collegiate sports teams.
XpresSpa	XpresSpa brings its "Airport Spa wonderland" to T5, offering customers a wide array of spa services.

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 51 cities with 500 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.globenewswire.com/newsroom/prs/?pkgid=795>

About OTG Management

OTG Management is an award-winning airport food & beverage operator with more than 80 restaurants and eateries in nine airports, including JFK, LaGuardia, Boston's Logan, Tucson, Washington National, Washington Dulles, Orlando, Chicago O'Hare and Philadelphia. OTG Management has operated the food and beverage program at JetBlue's Terminal 6 at JFK since 2003. Since its entry into airports in 1996, OTG has been recognized throughout the industry for its strong customer focus and innovation.

About Borders Group, Inc.

Headquartered in Ann Arbor, Mich., Borders Group, Inc. (NYSE:BGPI), is a leading retailer of books, music and movies with more than 28,000 employees. Through its subsidiaries, the company operates more than 1,100 stores primarily under the Borders(r) and Waldenbooks(r) brand names and recently launched Borders.com for online shopping. For more information, visit www.borders.com/aboutus. This year, Borders was awarded the "Best Specialty Retail Brand Operator" and "Retailer with Highest Regard for Customer Services" by Airport Revenue News (ARN), a leading publication for airport executives, concessionaires and others involved in the aviation industry. The retailer has been honored with numerous other awards by ARN since 2003.

About ExOfficio

ExOfficio has been creating the ultimate apparel for worldly exploration since 1987. Built on the success of the ultimate fly-fishing shirt, the company has evolved into a leading travel apparel brand known for its innovative technical features and performance benefits that enhance the travel experience. ExOfficio is sold internationally in specialty outdoor, fly-fishing, travel and luggage stores. Products are also available in ExOfficio retail stores and online. ExOfficio supports numerous social and environmental organizations to include World Concern, Medical Teams International, and the America Wildlife Foundation, among others. For more information, visit www.exofficio.com.

About Harmony Pharmacy

One of the most differentiating elements that distinguishes Harmony Pharmacy from a national chain pharmacy is service. At every level of the organization, it is focused on providing extraordinary customer service. Harmony hopes to "Raise Your Expectations" about what a pharmacy could and should be. They believe that outstanding service, extraordinary products and trustworthy medical care will make you want to experience Harmony Pharmacy.

The Harmony concept is unique due to the combination of services provided in one location. Harmony sells basic sundries and luxury gift items, is a full service pharmacy, and offers medical services and testing via an on site Nurse Practitioner. Harmony is an excellent fit for the airports because Harmony's products and services cater to the employees of the airport and to the travelers by fulfilling their health and prescription needs.

About International Shoppes

International Shoppes is a specialty retailer that has, for more than 50 years, operated airport retail and duty free facilities. International Shoppes is the highest duty free revenue producer per square foot in North America and is the only New York based duty free concession operator. International Shoppes has focused on understanding the needs of its customers and delivering products and services at attractive prices while maximizing revenues to the airlines, management groups and airport authorities.

About MUJI to GO

MUJI, originally founded in Japan, offers good quality products at reasonable prices which includes household and apparel. The essence of MUJI products lies in its simplicity, flexibility and modesty to fit different life styles and individual preferences, which is the reason why its products and concepts are universally accepted. For more information, please visit www.muji.com. MUJI to GO is the new format of MUJI which has brought together a range of useful items for travel. The shot at T5 is the first MUJI to GO in the United States.

About The Paradies Shops

Named Best Airport Retailer for the past 13 consecutive years by Airport Revenue News, The Paradies Shops was established in 1960. A family-owned business, The Paradies Shops operates over 450 stores in more than 70 markets across the United States and Canada. With extensive experience in operating both local and national brands, to include CNBC News, PGA TOUR Shops, Brooks Brothers, Brighton Collectibles, Harley-Davidson, and The New York Times Bookstores, The Paradies Shops maintains a substantial presence as one of the largest airport retailers. Additionally, The Paradies Shops operates several hotel properties and the retail program for the Georgia Aquarium, the world's largest aquarium, located in Atlanta. For more information, please visit www.theparadiesshops.com.

About Stellar Partners, Inc.

Stellar Partners, an award-winning retailer operates 35 news & gift and specialty stores in 10 US airports. As the exclusive airport licensee, Stellar has brought Ron Jon Surf Shops to four airports and is proud to bring this exciting concept to Terminal 5 at JFK as well. Ron Jon offers passengers of all ages internationally recognized brands such as Billabong and Roxy in an atmosphere of endless summer fun.

About Techshowcase

Techshowcase helps travelers put dwell time to productive use by providing an opportunity to personally test the latest mobile devices and accessories

from the world's leading manufacturers. Our highly trained Technology Consultants evaluate a customer's needs, offer targeted mobile productivity or entertainment solutions, and possess confidence inspiring product knowledge. Patrons are not pressured to buy, and are encouraged to play with the live demo units, and ask as many questions as they like. Passengers may also find a lost or forgotten essential item such as a mobile phone or laptop charger.

About XpresSpa

XpresSpa, headquartered in New York City, currently operates 24 luxury full-service spas in airports in the United States, Mexico and Europe - 12 more spas are currently under development and construction. XpresSpa is open 365 days a year, 17 hours a day. Opened in 2004, XpresSpa provides spa services to over 425,000 travelers a year, attracting a customer base of 53% men and 47% women. XpresSpa offers the traveling public spa services, on demand - no appointment necessary. Services include manicures, pedicures, massages, reflexology, facials and waxing. Escape from the turbulence of flight delays. Relieve the anxiety caused by long lines and invasive security procedures. Welcome to the calm of XpresSpa. Look Great. Feel Better.

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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