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NEW YORK, Dec. 16 /PRNewswire-FirstCall/ -- JetBlue Airways Corporation (Nasdaq: JBLU) today announces that Peter Boneparth, former president and CEO of Jones Apparel Group, has been appointed to its Board of Directors, effective immediately.

"On behalf of the Board of Directors and our airline's 11,500 Crewmembers, I welcome Peter to JetBlue," said Dave Barger, JetBlue's CEO. "Peter brings extraordinary experience to JetBlue as an industry leader in the retail and financial sectors. His perspective and expertise will be a great resource to JetBlue as we continue to evolve our business model and make our mark as America's leading value airline."

"Peter's understanding of the marketplace will add great value to JetBlue's Board," said Joel Peterson, JetBlue's Chairman of the Board of Directors. "We welcome him to JetBlue Airways."

Peter Boneparth, age 49, comes to JetBlue after having served as president and CEO of the Jones Apparel Group, a leading designer and marketer of apparel brands. Prior to that, he served as CEO of Jones Moderate Division and was CEO, president, and a board member of McNaughton Apparel Group. Mr. Boneparth also spent 10 years in the investment banking field and previously practiced law with a private firm.

"I am honored to join JetBlue as a member of the Board of Directors," said Mr. Boneparth. "JetBlue has truly created a distinctive and powerful brand by delivering on a simple value proposition - lower fares with a higher standard of service. I look forward to contributing to JetBlue's success story going forward."

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 currently serves 51 cities with 600 daily flights. New service to Bogota, Colombia, and San Jose, Costa Rica, begins in 2009. 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 in English or Spanish call 1-800-JETBLUE (1-800-538-2583) or visit www.jetblue.com.

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.

SOURCE JetBlue Airways Corporation

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