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BOSTON, Dec. 19 /PRNewswire-FirstCall/ -- JetBlue Airways Corporation (Nasdaq: JBLU), Boston's leading value airline offering more destinations than any other carrier at Logan International Airport, is proud to announce a multi-year partnership with one of the charter teams in the American League of Professional Baseball, becoming the Official Airline of the Boston Red Sox and partner of Fenway Park. Red Sox Executive Vice President/General Manager Theo Epstein, Red Sox Manager Terry Francona and JetBlue's CEO Dave Barger along with Wally the Green Monster celebrated the announcement today with hundreds of JetBlue crewmembers and fans of Red Sox Nation at Logan International Airport.

To further celebrate the launch of its partnership in 2009, with a nod to the Red Sox's completion of 109 regular seasons of professional baseball, and in honor of Ted Williams' number 9, JetBlue is holding a nine-hour sale (a) today, beginning at 9 a.m. ET, with fares starting as low as $9 (a) between Boston and the cities it serves in the American League, including: Buffalo, NY (Toronto); Chicago; Los Angeles/Long Beach; New York/JFK; Oakland; Seattle; and Tampa. Travel must take place between January 6 and February 10, 2009. Blackout dates and other restrictions apply (a). Flights must be booked online at www.jetblue.com by 6 p.m. ET today, December 19, 2008.

"The JetBlue Experience, our brand and culture, and the dedicated service of nearly 1,200 local crewmembers have been embraced with open arms by the city of Boston, a key gateway for JetBlue," said Robin Hayes, Executive Vice President and Chief Commercial Officer for JetBlue Airways. "As we continue to add more frequencies and more destinations than any other carrier in the city, we also look to support passion points that matter most to the community. And we look no further than Red Sox Nation, one of the largest fan bases of any single sports team in the world. Our two brands have a lot in common in providing the best fan experience possible and we are thrilled to rally behind the Red Sox as they enter their 110th season."

"The Boston Red Sox are proud to welcome JetBlue to our family of corporate partners," said Red Sox EVP/Chief Sales & Marketing Officer Sam Kennedy. "Their commitment to the Red Sox, and our fans, will help us as we pursue championship seasons in 2009 and beyond."

As the Official Airline of the Red Sox, JetBlue's partnership will include joint marketing promotions and advertising through 2011. Elements will include print and online advertising, e-mail marketing and videoboard features, as well as contests, giveaways and special game-specific discounts off JetBlue airfare for Boston Red Sox fans. The airline will also receive outfield and home plate visibility at Fenway Park, voted the best Major League Baseball Park in this year's fourth annual SportsBusiness Daily and SportsBusiness Journal readers' survey awards.

Boston's Logan Airport is currently JetBlue's second largest base of operations, behind its home base at New York's John F. Kennedy International Airport. The airline, which serves 31 destinations in seven countries, recently announced new and expanded service to 12 business and leisure destinations across the United States and Caribbean, adding further depth to its already robust schedule. Customers traveling through Boston from most destinations may also take advantage of convenient connecting service operated by JetBlue's marketing partner, Cape Air, to fly onward to some of New England's most beautiful destinations including Hyannis, Martha's Vineyard, Nantucket, and Provincetown, Mass., and Rutland/Killington, Vt.

Customers enjoy JetBlue's award-winning customer service and in-flight experience, including all-leather seats with personal seatback TVs and Lots of Legroom. When jetting between destinations in the continental U.S., customers are treated to 36 channels of free live, DIRECTV(R) programming, including FOX, CBS and NBC as well as ESPN, ESPN 2, ESPN News, ESPN U, Big 10 and Setanta Sports. A selection of JetBlue Features movies is also available for a small charge. On JetBlue's EMBRAER 190 planes, as well as upgraded aircraft in its A320 fleet, customers can surf more than 100 channels of XM Satellite Radio(R). Overnight departures from the West include JetBlue's complimentary Shut-Eye Service, featuring a Snooze Kit that includes earplugs and eyeshades, plus unlimited free snacks and beverages and a "good morning" hot towel service.

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 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 call 1-800-JETBLUE (1-800-538-2583) or visit www.jetblue.com.

(a) For travel between Boston and Chicago/Long Beach/New York/Oakland/Seattle/Tampa/Buffalo: All fares are subject to change without notice. Fares are only available for flights booked at jetblue.com. Travel costs $15 more per person if purchased by telephone or at an airport or city ticket office. Sale starts at 9:00 a.m. EST and ends at 6:00 p.m. EST on December 19, 2008. Travel must take place between January 6, 2009 and February 10, 2009. Travel must be completed by February 10, 2009. Blackout dates for travel are between January 15, 2009 and January 19, 2009. Travel must take place on Monday, Tuesday, Wednesday, Thursday, and/or Saturday. Fares may not be available on all days or on all flights. Fares are most often found on midweek travel dates. All fares must be purchased at time of reservation, and are one-way, nonrefundable, and nontransferable. Cancellations and changes can be made prior to scheduled departure for up to $100 per person at 1-800-JETBLUE or at jetblue.com, with applicable fare adjustment. Cancellations are for a JetBlue travel credit only, which is valid for one year. If a reservation is not changed or canceled prior to scheduled departure, all money associated with the reservation is forfeited. Fares do not include Passenger Facility Charges of up to $9 each way, September 11th Security Fees of up to $5 each way and a Federal Segment Tax of $3.50 per domestic segment. A segment is a takeoff and landing. All taxes and fees must be paid at the time of purchase. JetBlue reserves the right to deny boarding to passengers without proper documentation. A second bag fee of $20 applies. DIRECTV(r) service is not available on flights outside the continental US. Other restrictions apply. (C)2008 JetBlue Airways

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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