JetBlue Airways and Stirrings(R) Cocktail Mixers' First Down: One Game Day Drink Special Free on Sunday, February 1!

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JetBlue Airways and Stirrings(R) Cocktail Mixers' First Down: One Game Day Drink Special Free on Sunday, February 1!
- Fans can choose from a drink line-up that includes the Steel Swizzle, a Yellow Rush, Tumbleweed or Shake Your Tail Feather -

- Complimentary Stirrings offered all day with the purchase of any liquor(a) -

NEW YORK, Jan. 28 /PRNewswire-FirstCall/ -- On Sunday, February 1, fans of both football teams traveling with JetBlue Airways (Nasdaq: JBLU) can enjoy one free Game Day Drink Special(a) to kick off the championship game, compliments of the airline that gives you more, and Stirrings, the leading brand of super-premium cocktail mixers. As well as their first free cocktail, customers can also enjoy complimentary Stirrings mixers with the purchase of any liquor(a) thereafter.

(Photo: http://www.newscom.com/cgi-bin/prnh/20090128/NY63377)

Specials include the Steel Swizzle, Yellow Rush or Tumbleweed made with Stirring's all-natural Lemon Drop mixer, or a Shake Your Tail Feather, with two parts Stirrings all-natural Cosmopolitan mixer. Recipes below:

Steel Swizzle
1 part Stirrings(R) Lemon Drop Mixer
1 part Skyy(R) Vodka
Splash of Ginger Ale

Yellow Rush
2 parts Stirrings(R) Lemon Drop Mixer
1 part Beefeater Gin(R)

Tumbleweed
1 part Stirrings(R) Lemon Drop
1 part Jack Daniel's(R) Whiskey
2 parts Arizona(R) Iced Tea

Shake Your Tail Feather
1 part Stirrings(R) Cosmopolitan Mixer
1 part Bacardi(R) Rum
Splash of Ginger Ale

"When it comes to major events like the Olympics, the World Series or the biggest football game of the year, sports fans never miss a minute of the action with our live in-flight TV and radio channels," said Marty St. George, Senior Vice President of Marketing and Commercial Strategy for JetBlue. "Times like these call for celebration, so what better way to share the moment with our customers than to give them more freebies like a Game Day Drink and Stirrings mixer to salute their favorite team?"

"The inspiration behind Stirrings was to make it simple for anyone to enjoy great tasting, premium quality cocktails anytime and anywhere, and we brought that mission to life by partnering with JetBlue to help flying fans cheer on their team with great cocktails!" asks Bill Creelman, co-founder of Stirrings. The company makes it easy to create these world class cocktails at 30,000 feet by nature of their simplicity and superior quality ingredients like real fruit juice, cane sugar and triple filtered water. JetBlue customers need only add their favorite spirit to enjoy Stirrings delicious cocktails in-flight, or wherever their travels take them.

JetBlue customers travel in comfort and style under the care of the airline's award-winning customer service crewmembers. When traveling between destinations in the continental U.S., customers are treated to 36 channels of free live, DIRECTV 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 are also available for a small fee. Customers can also surf more than 100 channels of XM Satellite Radio(R).

JetBlue continues to offer free and unlimited nonalcoholic beverages and snacks, including freshly brewed Dunkin' Donuts coffee and the official snack of the airline, Terra Blues(R) Potato Chips, made from naturally blue potatoes. All snack choices available on JetBlue are trans-fat free.

About Stirrings

Established in Nantucket in 1997, Stirrings is the world leader in premium all-natural Cocktail Mixers and an innovative company redefining the way people enjoy cocktails in all occasions, by the magic of its simplicity and its superior ingredients. Stirrings uses the finest real fruit juice, triple-filtered water and cane sugar to create a diverse collection of super- and ultra-premium Cocktail Mixers, Rimmer(R) brand cocktail garnishes, Bar Ingredients and Cocktail Sodas. Perfect for stylish as well as casual entertaining, Stirrings products allow anyone to create restaurant-quality, cutting-edge cocktails at home, and give bartenders and professional mixologists a superior palette to work with. Find Stirrings at select gourmet specialty stores and liquor stores, lifestyle emporiums, and fine dining and drinking establishments nationwide or online. For more information and tips on creating your own cocktail magic, visit www.stirrings.com.

About JetBlue

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. 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) On most flights, while supplies last. Offer available only to customers who show positive government-issued photo identification with proof of age 21 years or older. Limit, one free drink per customer. Offer not available to JetBlue Crewmembers or other airline employees traveling on JetBlue. Please drink responsibly.

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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