JetBlue Commemorates Ninth Anniversary with 'More Reasons to Celebrate' Sweepstakes

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- Nine daily winners to enjoy great prizes (a) -

- Prizes get bigger and better every day -

- Grand prize is getaway for nine to the Atlantis Resort in The Bahamas -

NEW YORK, Feb. 9 /PRNewswire-FirstCall/ -- JetBlue Airways (Nasdaq: JBLU), the airline that consistently offers you more value -- and more fun -- this week celebrates its ninth anniversary with a "more reasons to celebrate" sweepstakes.

Join America's leading value airline in celebrating its ninth Anniversary and get the chance to take home a taste of all the great things JetBlue offers on every flight -- lots of snacks and drinks, lots of legroom, free live TV and free XM Radio(R). Each day of the sweepstakes, JetBlue is giving nine lucky winners the opportunity to win. Come back each day for your chance at great prizes! Plus, entries from all days will be included in a grand prize drawing for a five-day/four-night vacation getaway for nine to The Bahamas courtesy of Atlantis, Paradise Island, including airfare on JetBlue (a).

For a detailed description of prizes, eligibility, entry instructions, rules and information about the promotion and TrueBlue, please visit www.jetblue.com/9.

"It's hard to believe it's been nine years since JetBlue took to the skies, carving out a new type of airline based on style and value and delivering industry-leading customer service," said Dave Barger, JetBlue's CEO. "JetBlue continues to deliver more destinations, more entertainment options, and more fun to our customers. Today we say thanks and offer more reasons to celebrate with our ninth anniversary sweepstakes. Good luck!"

Members of TrueBlue, JetBlue's customer loyalty program, may enter the sweepstakes (a) by visiting www.jetblue.com/9. Not a member? Not a problem. Customers may join TrueBlue for free. Entries are limited to one entry per TrueBlue member per day.

In its nine years, New York-based JetBlue Airways has created a new airline category based on value, service and style. The 11,500 crewmembers of JetBlue currently serve 52 cities with 600 daily flights. New daily flights to Los Angeles International Airport; Montego Bay, Jamaica; and San Jose, Costa Rica begin in 2009 (b). 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. For information or reservations call 1-800-JETBLUE (1-800-538-2583) or visit www.jetblue.com.

(a) No purchase necessary to enter or receive a prize. Sweepstakes begins at 12:00:01 AM EST on 2/9/09 and ends at 11:59:59 PM EST on 2/13/09. Sweepstakes open to legal residents of the fifty (50) United States and DC who are 18 years of age or older and members of JetBlue Airways' TrueBlue program at time of entry. Void in Aruba, The Bahamas, Bermuda, Cancun, Dominican Republic, Mexico, Netherlands Antilles, Puerto Rico, outside the U.S., and where prohibited and restricted by law. Grand Prize is a five (5) day/four (4) night trip for Grand Prize Winner and up to eight (8) guests to Nassau, Bahamas. Prize includes round-trip coach air transportation for up to nine (9) passengers on JetBlue Airways from the airport serviced by JetBlue Airways closest to the winner's residence to Nassau, Bahamas and four (4) nights' accommodations (three rooms, triple occupancy) in the Royal Towers at The Atlantis Paradise Island ("The Atlantis"). The ARV of the Grand Prize: $14,732. For Official Rules and complete entry instructions, visit www.jetblue.com/9. *DIRECTV(R) service is not available on flights outside the continental U.S. Happy Jetting is a registered trademark of JetBlue Airways Corporation. . All rights reserved. (C) 2009 JetBlue Airways Corporation, Heys USA Inc. ,The Coca-Cola Company, DD IP Holder LLC, The Hain Celestial Group, SkyMall, SIRIUS XM Radio Inc., Sharp Electronics Corporation, Kerzner International Sharp and AQUOS(R) are registered trademarks of Sharp Corporation.

(b) Costa Rica and Jamaica service is subject to foreign government operating authority.

SOURCE JetBlue Airways
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/CONTACT: JetBlue Corporate Communications, +1-718-709-3089,
CorporateCommunications@jetblue.com; or JetBlue Reservations, 800-JET-BLUE
(538-2583), http://www.jetblue.com/?source=pr/
/Web Site: http://www.jetblue.com /

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