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- To celebrate, one-day sale fares as low as $49 (a) each way from Salt Lake City to Long Beach/L.A. or San Diego or $99 (a) to New York (JFK) are available at www.JetBlue.com -

-- Value carrier is the Exclusive and Official Airline for both Real Salt Lake and its state-of-the-art Rio Tinto Stadium --

SALT LAKE CITY, June 12 /PRNewswire-FirstCall/ -- As part of its multi-year partnership with Real Salt Lake (RSL) Major League Soccer team, value carrier JetBlue Airways (Nasdaq: JBLU) today unveiled its first ever, sports-branded aircraft designed to capture the energy, movement and excitement of soccer. JetBlue became the Exclusive and Official airline of both RSL and its Rio Tinto Stadium, named in 2008 by Forbes.com as one of 10 new "Super-Stadiums" worldwide, earlier this year.

(Logo: http://www.newscom.com/cgi-bin/prnh/20090217/NY71475LOGO-b)

To celebrate, JetBlue is also offering customers and soccer fans special one-day sale fares between Salt Lake City (SLC) and Long Beach/L.A. or San Diego for $49 (a) each way and as low as $99 (a) between SLC and New York's John F. Kennedy International Airport. Travel must be booked online at www.jetblue.com by 11:59 p.m. MT today, Friday, June 12, and take place on Tuesday and/or Wednesday between June 23, 2009 and August 26, 2009. Other restrictions apply (a).

"Real Salt Lake's impact on the game and the diverse, brand-loyal and family-oriented fan demographic of Major League Soccer align well with JetBlue's brand," said JetBlue CEO Dave Barger. "We're proud to debut our first sports-branded aircraft in the spirit of soccer, in a city that is home to more than 2,000 JetBlue Crewmembers."

"This is a partnership that puts Real Salt Lake shoulder-to-shoulder with some of the biggest brands in sports," said SCP Worldwide Founder and Chairman Dave Checketts, referencing the airline's relationships with other professional organizations. "For this club to have its name on JetBlue's first-ever sports-branded plane provides a wonderful opportunity for us to be associated with a company that we aspire to be like and one that shares many of our same values - primarily customer service and tremendous value - and affords us a unique platform that very few sports franchises enjoy."

"It is truly an honor for the Real Salt Lake identity, brand and colors to be utilized in this way," said RSL Head Coach Jason Kreis, one of the league's pioneers and author of 108 career MLS goals. "For our partner, JetBlue, to make such a bold commitment to soccer in the United States, and for RSL to be the first-ever American soccer team recognized in this fashion, speaks volumes about our ascending profile in Salt Lake and in the U.S."

All players traveling for the team's game tomorrow against the Los Angeles Galaxy, as well as team President Bill Manning, Head Coach Jason Kreis and "Leonardo" The Lion will be on-site today with JetBlue's CEO Dave Barger to unveil the aircraft, which was designed by JetBlue's General Manager of Brand Design, T.J. McCormick. The aircraft features a custom illustration, created by artist John Wilkinson, of a Real Salt Lake soccer player in action with the team's cobalt blue, claret red and gold colors throughout, bringing the partnership to life in an engaging and memorable way.

JetBlue has served Salt Lake City International Airport since November 2000 and currently offers non-stop service to Los Angeles (Long Beach), and New York (JFK) and San Diego. Other MLS cities accessible via connecting service from Salt Lake include Boston, Chicago, San Jose, Calif., and Washington, D.C. Salt Lake City customers have convenient connecting service to 28 additional destinations on JetBlue.

Customers enjoy JetBlue's award-winning customer service and in-flight experience, which offers more comfort with all-leather seating and the most legroom in coach of any U.S. airline and more free live entertainment with 36 channels of DIRECTV(R) programming and more than 100 channels of XM Satellite Radio(R). Customers looking to pamper themselves even further can upgrade to a super-spacious Even More Legroom seat. A selection of JetBlue Features movies is also available for a small charge. 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. Before arrival, customers are treated to Dunkin' Donuts coffee, fruit juice, and bottled spring water, allowing customers to land refreshed and ready to start the day.

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 currently serves 56 cities with 600 daily flights. New service begins to Los

Angeles International Airport (LAX) on June 17. The airline also intends to commence service to Baltimore Washington International Airport (September 9); Barbados (October 1); Saint Lucia (October 26); and Kingston, Jamaica (October 30). 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), TTY/TDD 1-800-336-5530 or visit www.jetblue.com.

(a) Offer ends 6/12/2009. Offer valid only on one-way or roundtrip travel between Salt Lake City, UT (SLC), and Long Beach, CA (LGB), San Diego, CA (SAN), or New York, NY (JFK). Travel must be booked by June 12, 2009, 11:59 PM MT and take place between June 23, 2009 and August 26, 2009. Travel must be completed by August 26, 2009. Travel must take place on Tuesday and/or Wednesday. All fares are subject to change without notice. Travel costs $15 more per person if purchased by telephone, or at an airport or city ticket office. Fares require up to a 7-day advance purchase. Fares may not be available on all days or on all flights. 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 $100 per person at 1-800-JETBLUE (1-800-538-2583), TTY/TDD 1-800-336-5530, 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 $3.60 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 $30 applies. DIRECTV(r) service is not available on flights outside the continental US. Other restrictions apply. (C)2009 JetBlue Airways

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