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- TV channel offered for sixth straight year through DIRECTV(R) programming -

- Bike fees waived for the month of July in celebration of the annual bike race -

NEW YORK, July 1 /PRNewswire-FirstCall/ -- This July, cycling fans traveling on JetBlue Airways (Nasdaq: JBLU) will stay up-to-speed with the most talked about competition of the year as the airline gears up to offer a dedicated channel to VERSUS, the exclusive television home of the Tour de France in the U.S., for the sixth straight year. Beginning Saturday, July 4, at 9:30 a.m. ET, VERSUS' coverage of the grueling, 23-day contest will be available on channel 37 of JetBlue's personal seatback televisions, in addition to its signature lineup of 36 channels of live DIRECTV(R) programming. To celebrate the race, JetBlue is also waiving its $50 bike fee (a) for customers traveling from July 1 to July 31, 2009.

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

"We continue to find ways to make the trip on JetBlue as enjoyable as the destination for our customers, and that means giving them more than the other guys -- whether it's a free checked bike to celebrate the race, more legroom, more free snacks and drinks, better customer service or more access to the most-talked about sporting events of the season," said Sam Kline, senior analyst of Product Development for JetBlue Airways. "A lot can happen in the world of cycling on a six-hour long haul flight, but thanks to our live satellite TV programming and our dedicated channel for VERSUS this July, our customers won't miss a minute of the action."

"Once again VERSUS will air wall-to-wall and in-depth coverage of the Tour de France in July both super-serving hardcore cycling fans and big event viewers. We're proud to partner with JetBlue for the sixth straight year so that sports fans can have access to one of the greatest competitions in all of sports even when they're in the air," said Marc Fein, Executive Vice President of Programming, Production and Business Operations for VERSUS.

In addition to its home town of New York City, JetBlue jets to some of the biggest cycling cities in the country, including: Austin, Texas; Chicago, Ill.; Denver, Colo.; Portland, Ore.; Richmond, Va.; Rochester, N.Y.; San Diego, Calif.; San Francisco, Calif.; and Seattle, Wash..

About VERSUS

VERSUS celebrates competition across all platforms (VERSUS.com, VERSUS on Demand and VERSUS HD). Now in more than 75 million homes, the network is the national cable home of the National Hockey League (NHL), the Stanley Cup Playoffs and the IndyCar(R) Series as well as best-in-class events such as The Tour de France, the Professional Bull Riders (PBR), World Extreme Cagefighting (WEC) and Professional Boxing. The network also offers collegiate sports featuring nationally-ranked teams from top conferences such as the Pac-10, Big 12, Mountain West and Ivy League. VERSUS features the best field sports programming on television and is a destination for sports fans, athletes and sportsmen to find exclusive, competitive events and original programs, such as Sports Soup and FANARCHY, that audiences can't find elsewhere. VERSUS, a wholly owned company of Comcast Corporation (Nasdaq: CMCSA, CMCSK), is distributed via cable systems and satellite operators throughout the United States.

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 to Baltimore begins on September 9. The airline also intends to commence service to 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-JET-BLUE (1-800-538-2583), TTY/TDD 1-800-336-5530 or visit www.jetblue.com.

(a) Bicycles are not accepted on flights to/from the Dominican Republic due to checked baggage size restrictions. Bicycles will be accepted in a hard-sided, padded case designed for bicycles. If not in a hard-sided case, bikes may be accepted with the handle bars secured sideways and the pedals removed and encased in plastic foam, a cardboard box or similar material to prevent damage. JetBlue cannot be liable for lost or damaged bikes.

DIRECTV and XM Satellite Radio services are not available on flights outside the continental United States.

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