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NEW YORK, July 22, 2009 /PRNewswire-FirstCall via COMTEX/ -- JetBlue Airways (Nasdaq: JBLU) announces today the appointment of David C. Clark to the position of Chief People Officer. Mr. Clark, previously Vice President Human Resources at Nike, will oversee the value airline's People department including recruitment, benefits, compensation, compliance, diversity and other services for JetBlue's 12,000 crewmembers. Mr. Clark will report to CEO Dave Barger. "David understands our unique culture of service, both to our crewmembers and to our customers," Mr. Barger said. "As Chief People Officer, David will collaborate with crewmembers across the airline to find innovative solutions designed to make JetBlue an even better place to work. I'm pleased to welcome him to the team, where his leadership and expertise will strengthen our culture as we grow into our second decade."

Prior to his experience with Nike, Mr. Clark held a number of positions of increasing responsibility with Procter & Gamble in Brand Management and Human Resources, following a 6-year career with the U.S. Army.

"I've been blessed to have worked with companies who truly understand how to build great brands, and I'm excited to bring that experience to a company that not only understands the brand, but the importance of culture and people in brand-building," Mr. Clark said. "JetBlue has reinvented the airline model in part because the crewmembers you meet are friendly, helpful and interested in making your day a little better. I'm honored to join this company and I will work hard in service to all crewmembers."

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 650 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.

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