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- To celebrate its 2009 partnership, JetBlue is hosting a "Score and Jet" sweepstakes, giving away roundtrip flights equal to the number of points UT scores during the Horns' home football games (a) -

AUSTIN, Texas, Aug. 26 /PRNewswire-FirstCall/ -- JetBlue Airways (Nasdaq: JBLU) is hooked on the Texas Longhorns. The value airline today proudly announced a partnership to become the Official Airline Sponsor of UT Athletics in the airline category. The sponsorship is comprehensive, including all 20 UT men's and women's sports programs, with significant exposure at Longhorns events in football, volleyball, men's and women's basketball and baseball.

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

Marty St. George, JetBlue's Senior Vice President of Marketing and Commercial Strategy, along with UT Men's Athletics Director DeLoss Dodds and UT Women's Athletics Director Chris Plonsky made the announcement today at the Austin-Bergstrom International Airport. UT's mascots, BEVO and Hook 'Em, also were on-site to celebrate the news, as were members of the UT Alumni band, the legendary Silver Spurs and hundreds of JetBlue crewmembers, customers and UT fans.

To further celebrate the launch of its partnership, starting at midnight tonight through November 20, 2009 JetBlue is hosting a "Score and Jet" sweepstakes, consisting of a series of random drawings in which the airline will give away a number of roundtrip flights equal to the number of points UT scores during each of the Longhorns' scheduled home football games in the 2009 season (a). Customers can enter for a chance to win by visiting *www.jetblue.com/scoreandjet*. Roundtrip JetBlue travel will be valid between the six cities the airline serves nonstop from Austin, including: Boston; Fort Lauderdale; L.A./Long Beach; Orlando; New York/JFK; and San Francisco. Connecting service is also available to 16 destinations to and from Austin.

"The JetBlue Experience, our brand and our culture continue to strike a chord with the high-tech, high-touch Austin community and the students at The University of Texas," said St. George of JetBlue. "With six nonstop destinations and flights to the East and West Coasts, Austin is a vital bridge and an important destination as we continue to grow. Equally as important is supporting the teams and organizations that matter most to the community, and we look no further than the Texas Longhorns, with one of the largest and most passionate fan bases in all of college sports. We look forward to welcoming students, fans and Texas Exes across the country onboard JetBlue. Hook 'Em!"

"We are pleased to welcome JetBlue to our sponsorship family," said Dodds. "This commitment allows us to continue serving our coaches, student-athletes and fans in a most positive way."

As the Official Airline Sponsor of UT Athletics, JetBlue's partnership includes joint marketing promotions and advertising through 2010, with options through 2012. Featured elements are print and online advertising, e-mail marketing and videoboard features, contests, giveaways and special game-specific discounts off JetBlue airfare for Texas fans. The airline also receives field and courtside visibility during football, baseball, men's and women's basketball and volleyball games. In a first for UT's Darrell K. Royal Texas Memorial Stadium, the airline will also build a permanently branded canopy, complete with a row of six comfy leather JetBlue seats to give away through contests and promotions to fans at each home game. IMG College, UT's multimedia partner that negotiated the agreement, will oversee all sponsorship opportunities.

JetBlue will also make donations throughout the year to the Neighborhood Longhorns Program to support the nearly 300 teachers committed to rewarding their dedication to the educational development of the youth in Austin. Additionally, as the presenting sponsor, the airline will recognize this special group during UT's first home football game on September 5, 2009.

Customers enjoy JetBlue's award-winning customer service and in-flight experience, including all-leather seats with personal seatback TVs and Lots of Legroom. When jetting between destinations in the continental U.S., customers are treated to 36 channels of free live, DIRECTV(R) programming, including FOX, CBS and NBC as well as ESPN, ESPN 2, ESPN News, ESPN U and Setanta Sports. A selection of JetBlue Features movies is also available for a small charge. Customers can surf more than 100 channels of XM Satellite Radio(R).

Below is the list of upcoming Texas football home games at Darrell K. Royal - Texas Memorial Stadium that will be included in JetBlue's 'Score and Jet' sweepstakes and the entry period for the random drawing corresponding to each game (*www.jetblue.com/scoreandjet*):

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   Opposing Team       Scheduled Home Games
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Louisiana-Monroe	Sept. 5th
Texas Tech	Sept. 19th
UTEP	Sept. 26th
Colorado	Oct. 10th
Oklahoma	Oct. 17th
Central Florida	Nov. 7th
Kansas	Nov. 21st

About JetBlue Airways

New York-based JetBlue Airways has created a new airline category based on value, service and style. In 2009, the carrier ranked "Highest in Customer Satisfaction Among Low-Cost Carriers in North America" by J.D. Power and Associates, a customer satisfaction recognition received for the fifth year in a row.

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*.

About IMG College

IMG College is the leader in developing integrated licensing, marketing, and multi-media opportunities for the nation's top collegiate brands across local, regional, and national platforms. IMG College partners include the NCAA and its 88 championships, NCAA Football, leading conferences, and some of the most prestigious universities in the country. IMG College is a division of IMG Worldwide, the world's premier sports, media, and entertainment company. For more information, please visit *www.imgworld.com*.

(a) No purchase necessary to enter or receive a prize. Sweepstakes begins at 12:01 AM ET on August 27, 2009 and ends at 11:59:59 PM EST on November 20, 2009. Sweepstakes open to legal residents of the fifty (50) United States and the District of Columbia aged 18 years or older at time of entry. Void in Puerto Rico, outside the U.S. and where prohibited and restricted by law. See *Official Rules* for additional restrictions and complete entry instructions.

SOURCE JetBlue Airways

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