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ORLANDO, Fla., Oct. 14 /PRNewswire-FirstCall/ -- JetBlue Airways (Nasdaq: JBLU) yesterday revealed the latest livery design in the airline's LiveTV hangar at Orlando International Airport. The new livery, called "Blueberries," sports a tailfin design of concentric circles in the airline's trademark colors, as well as a new white-cap on the tail. The fuselage has also been updated: The JetBlue logo is entirely dark blue and featured prominently. All future livery refresh cycles will convert the fuselage logo to the new JetBlue logo. The new Blueberries paint scheme will be scheduled into the airline's current paint-refresh timeline. JetBlue expects to have five aircraft painted in the new Blueberries livery by year end.

(Photo: *http://www.newscom.com/cgi-bin/prnh/20091014/NY92334*)

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

"Over the years we've made our mark on the industry with a distinctive look -- from stylish uniforms, clear and distinctive signage, to tailfin patterns like Mosaic, Stripes, Harlequin and Windowpane," said Dave Barger, JetBlue's Chief Executive Officer. "To keep our look fresh as we approach our 10th birthday, we are proud to introduce Blueberries to our fleet."

In addition to introducing the Blueberries livery, the airline also announced the JetBlue Crewmember Tailfin Design Contest (a) in which JetBlue crewmembers will have the opportunity to submit up to three proposed designs for another new tailfin on or before November 17, 2009. A panel of independent JetBlue judges will select 15 semi-finalists, from which a panel of independent "celebrity" judges will select between three and five finalists. The winning design will be chosen from among the finalists by public voting between December 8, 2009 and January 31, 2010, and the winning design will be announced on February 11, 2010 as part of the value airline's 10 year anniversary celebration. More details will be made available via JetBlue's Facebook page at *http://www.facebook.com/JetBlue* and via Twitter at *http://twitter.com/JetBlue*. Crewmembers: for entry instructions and complete Official Rules, visit the JetBlue intranet homepage.

JetBlue was recently honored by *AIGA*, the professional association for design, with the Corporate Leadership award for "reimagining the air-travel experience and building its revered brand from a people-centered, value-driven, design-based approach."

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 serves 58 cities with 650 daily flights. New service to Saint Lucia begins on October 26 and service to Kingston, Jamaica begins on 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) NO PURCHASE IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. Contest entry begins on 10/14/2009 at 12:01 a.m. and ends on 11/17/09 at 11:59 p.m. Contest open only to employees of JetBlue Airways Corporation, aged 18 or older at time of entry. Contest is subject to all federal, state and local laws, and void where prohibited by law. Crewmembers: for complete details, including entry instructions, visit the JetBlue intranet homepage and review the Official Rules.

SOURCE JetBlue Airways

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