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-- To celebrate, JetBlue is offering 10 percent off any flight to or from Boston; book today at www.jetblue.com/bc for travel now through Dec. 16, 2009 (a) --

BOSTON, Nov. 2 /PRNewswire-FirstCall/ -- Fenway Sports Group (FSG) today announced it has secured JetBlue Airways (Nasdaq: JBLU), Boston's largest domestic carrier, as the official airline of Boston College Athletics. Financial terms of the deal were not disclosed.

JetBlue's sponsorship of the Eagles features fixed and electronic signage in Boston College athletic facilities including Alumni Stadium, home of Boston College football and Conte Forum, home of Boston College basketball and hockey. Additional sponsorship elements include on-field, on-court and on-ice promotions; a comprehensive online marketing program featuring rotating web banners and fixed advertising positions on bceagles.com; a branded email promotional campaign; and print advertisements in Boston College Athletic publications and in-game program guides.

To celebrate the new partnership, JetBlue is also offering a 10 percent discount off all flights to or from Boston for travel today through Dec. 16, 2009. Travel must be booked today at *www.jetblue.com/bc* by entering promo code EAGLES09 during checkout. Blackout dates and other restrictions apply (a).

JetBlue has significantly increased service for its Boston customers, having recently announced plans to boost daily departures by 30 percent by summer 2010. With its expanded schedule, JetBlue and its growing base of 1,300 Boston crewmembers will offer travelers up to 78 daily flights to 33 top destinations across the United States, the Caribbean and Mexico. The Eagles, with more than 30 sports teams competing at the NCAA Division I level, continue to fly over the competition and increase their national presence on-and-off the field. The Eagles football team currently sits atop the ACC Atlantic Division standings with a 6-3 record, and a perfect 5-0 record at home.

"As Boston's largest domestic carrier, it is fitting that we align ourselves with Boston College Athletics, one of the region's most prestigious sports brands," said Lisa Borromeo, manager of national sponsorships for JetBlue Airways. "This program presents JetBlue with a unique opportunity to establish an enduring connection with the school's legion of loyal fans and alumni and we are excited to harness Boston's passion for its sports teams to increase awareness of our award-winning service."

As part of the agreement, JetBlue will partner with the Boston College Alumni Association and offer special rates for BC Reunion Weekend 2010.

Fenway Sports Group, a premier sports marketing organization that specializes in representation, sponsorship sales, event marketing, and strategic marketing consulting, played a significant role, along with Boston College's marketing personnel, in securing the partnership. FSG began its partnership with Boston College Athletics in 2005, and oversees a comprehensive sports marketing program for the Eagles designed to enhance and extend the regional and national profile of BC Athletics. The multi-faceted program includes building out the school's network of regional media partners, forging new regional and national corporate sponsorship relationships, and national fan activation programs.

"We're thrilled to welcome JetBlue, the most creative and exciting brand in the airline industry, to the Boston College family as the official airline of Boston College Athletics," said Gene DeFilippo, Director of Athletics at BC. "This partnership is a homerun for Boston College, and we are excited to connect our loyal alumni, fans and supporters to the JetBlue experience."

JetBlue customers enjoy award-winning customer service and in-flight experiences, 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).

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 60 cities with 650 daily flights. 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 Boston College Athletics

Consistent with the University as a whole, the Athletics Department is committed to the quest for excellence; to the personal formation of our undergraduate, graduate, & professional students; and to the pursuit of a just society. The University's dedication to excellence is an integral part of the Athletics Department's goals and objectives and a primary consideration in our service to students and the Boston College community. In keeping with our tradition as a Catholic and Jesuit university, rooted in a belief that seeks God in all things, especially human activity, the Boston College Athletics Department offers a broad-based program of intercollegiate athletics, as well as intramural, recreation, and club sport opportunities. Through these activities, the Athletics Department provides an educational experience that promotes the development of the whole person intellectually, physically, socially, and spiritually. Through its offerings, the Athletics Department plays an integral part in the personal formation and development of students, preparing them for citizenship, service, and leadership. The University's pursuit of a just society is fostered through the Athletics Department's commitment to the highest standards of integrity, ethics, and honesty. The Athletics Department promotes the principles of sportsmanship, fair play, and fiscal responsibility in compliance with University, Conference, and NCAA policies. For more information please visit *http://bceagles.collegesports.com/*.

(a) Offer ends November 2, 2009 at 11:59 PM ET. Promotion/Discount Codes may not be combined and is valid for travel to and from Boston Logan International Airport (BOS). Code is valid for 10% off of r/t travel that is purchased by November 2, 2009, 11:59 PM ET, for travel between November 2, 2009 and December 16, 2009. Black out days are November 20, 2009 through November 30, 2009. Discount will be deducted off of base fare. If Discount Code travel is changed outside of this window or cancelled, discount will be forfeited and you will be responsible for the fare difference plus $100 change/cancel fee per person. 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. Discount may be used only toward newly-booked travel and may not be applied to existing travel or changes to travel. Discount may not be redeemed for cash. Discount may be used only for flight purchase made via jetblue.com. Discount codes are transferable. Discount may not be used in conjunction with other special offers or towards the purchase of a JetBlue Gift Card, Getaways vacation packages, JetBlue Cruise or already booked flights. All fares must be purchased at time of reservation, and are one-way, and nontransferable. JetBlue reserves the right to deny boarding to passengers without proper documentation. DIRECTV(r) service is not available on flights outside the continental US. Other restrictions apply. ©2009 JetBlue Airways

SOURCE JetBlue Airways

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