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--To celebrate, JetBlue offers 18 percent off flights to/from all 18 nonstop cities from Fort Lauderdale booked today at www.jetblue.com/bac for travel Dec. 2 to Dec. 16, 2009 (a) ---- Top 40 rock band, Cobra Starship, will give a free concert at the BankAtlantic Center today at 12:30 p.m. --

FORT LAUDERDALE, Fla., Nov 06, 2009 /PRNewswire-FirstCall via COMTEX/ -- JetBlue Airways (Nasdaq: JBLU), the airline that gives customers more than the other guys, today proudly announced a partnership with Sunrise Sports & Entertainment to become the Official and Exclusive Airline Partner of the National Hockey League's Florida Panthers and a Pillar Partner of the BankAtlantic Center, its first-ever venue sponsorship. The alliance kicks off today with a free concert at 12:30 p.m. by top 40 rock band Cobra Starship, hosted by the airline and Y100 Miami at the BankAtlantic Center.
(Logo: *http://www.newscom.com/cgi-bin/prnh/20090217/NY71475LOGO-b*)

JetBlue, in celebration of this partnership and commemorating the Nov. 17th launch of its 18th destination from Fort Lauderdale -- San Francisco, California - is also offering an 18 percent off sale for bookings made today at *www.jetblue.com/bac* for travel between Dec. 2 and Dec. 16, 2009 to/from any of the airline's 18 nonstop cities (a).

This sale is the first of many exciting promotions the airline will launch to continue to bring more to the travelers South Florida. In addition to JetBlue's award-winning customer service, customers also enjoy a first checked bag free, complimentary snacks and drinks, more legroom than any other carrier in coach (b), more free live entertainment on personal seatback TVs.

Marty St. George, Senior Vice President of Marketing and Commercial Strategy for JetBlue Airways, was joined today at the BankAtlantic Center by Sunrise Sports & Entertainment President & COO Michael Yormark and Panthers' Head Coach Pete DeBoer to announce this alliance, together with hundreds of JetBlue crewmembers, customers and fans.

"Fort Lauderdale is one of JetBlue's strongest cities and growing, so it makes perfect sense to pair up with one of the fastest growing franchises in South Florida," said Marty St. George. "We can now offer Panthers fans flights to all 18 nonstop destinations available; now they can follow their team on the road and never miss a game, or just visit friends and family throughout our robust network, while enjoying the award-winning JetBlue Experience."

"We are both thrilled and honored to be able to partner with a respected, distinguished and natural business partner like JetBlue," Yormark said. "Over time, we have learned that our two companies share many of the same principles, such as innovative marketing, out of the box thinking, aggressive goals and objectives, and incomparable customer service."

JetBlue's sponsorship includes joint marketing promotions and advertising through 2011: JetBlue will be a Pillar Partner of the BankAtlantic Center, Official and Exclusive Airline of the Florida Panthers, Official and Exclusive Airline of Sunrise Sports & Entertainment (SEE) and will have exclusive rights in the airline category to name, trademarks, uniform, logo in marketing, media, and promotional initiative.

Featured elements include JetBlue Runways and the JetBlue Tarmac: entitlement of main outdoor plaza and walkways; inner bowl, lobby and outer marquee signage; and a JetBlue Hispanic Concert Series. Also, a signature icon which will surely become a Florida landmark: a life-sized tailfin of one of our aircraft sporting the newest addition to the JetBlue livery, Blueberries. Other elements include social media and interactive fan engagement activities, special JetBlue fares to away games, TrueBlue nights at the BankAtlantic Center, and much more. JetBlue has also committed to supporting the Florida Panthers Foundation and associated programs throughout the South Florida area, as part of this partnership

JetBlue Airways has enjoyed a long-term and successful relationship with South Florida: its first flight arrived to Fort Lauderdale in February of 2000 and now more than 850 crewmembers make part of the JetBlue South Florida family, who are proud and committed to its extensive network there. The airline offers service to 18 nonstop destinations from its focus city at Fort Lauderdale, including direct service to Cancun, Mexico; Nassau, Bahamas; Santo Domingo, Dominican Republic; and San Juan, Puerto Rico. Customers can also connect to Bermuda and more than 15 continental U.S. destinations from Fort Lauderdale through JetBlue's two other focus cities at New York's John F. Kennedy International Airport and Boston's Logan International Airport.

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).

About Sunrise Sports & Entertainment

Sunrise Sports & Entertainment is the premier company of its kind in South Florida. Follow us on *Twitter*, *Facebook*, *MySpace* and *YouTube*. Home to more than 200 events annually and the Florida Panthers Hockey Club, the BankAtlantic Center was a finalist for Arena of the Year in annual awards given by trade publication Pollstar. The BankAtlantic Center welcomes more than two million guests each year and is also the home of Sawgrass Live presented by BankAtlantic.

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*.

(a) Offer ends November 6, 2009 at 11:59 PM ET. Promotion/Discount Codes may not be combined and is valid for travel between Fort Lauderdale (FLL) and Austin (AUS), Boston (BOS), Buffalo (BUF), Charlotte (CLT), Cancun (CUN), Newark (EWR), White Plains (HPN), Washington/Dulles (IAD), New York (JFK), New York (LGA), Long Beach (LGB), Nassau (NAS), Raleigh (RDU), Richmond (RIC), Santo Domingo (SDQ), San Francisco (SFO), San Juan (SJU) and Newburgh, NY (SWF). Code is valid for 18% off of r/t travel that is purchased by November 6, 2009, 11:59 PM ET, for travel between December 2, 2009 and December 16, 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. A(C)2009 JetBlue Airways.

(b) JetBlue offers the most legroom in coach, based on average fleet-wide seat pitch for U.S. airlines

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