Check Out Our Tails! Vote for Your Favorite New JetBlue Airways Tailfin, Designed by Crewmembers

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- Vote here: www.jetbluetails.com once a day through January 29, 2010 (a) -- The winning tailfin will be revealed on JetBlue's 10th Anniversary, February 11, 2010, and painted on a JetBlue aircraft in 2010 -

NEW YORK, Dec 21, 2009 /PRNewswire-FirstCall via COMTEX/ -- To help JetBlue (Nasdaq: JBLU) celebrate its 10th anniversary, the public is invited to select a winning tailfin design from five finalist designs, created by JetBlue crewmembers. Cast your vote here www.jetbluetails.com - one vote per day maximum through January 29, 2010 (a).

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

The tailfin design with the most votes as of January 29, 2010 will be revealed on February 11, 2010 as part of the value airline's 10th anniversary celebration, and may be painted on a special aircraft to join JetBlue's fleet.

"What better way to celebrate our first decade, than with a crewmember-designed tailfin that the public chooses?" said Robin Hayes, JetBlue's Chief Commercial Officer. "JetBlue's culture has always been about service, and over the past 10 years, we have developed strong relationships with our customers. They are part of our family, and I look forward to a robust and exciting campaign to choose the winning design!"

Each of JetBlue's 151 planes features one of nine existing tailfin designs. Repeated tailfins include: Stripes, Harlequin, Dots, Windowpane, Bubbles, Plaid, Mosaic, and Blueberries, which was added to the fleet in the fall of 2009. JetBlue's 100th Airbus 320 "Blue 100," delivered in March of 2007, was given a one-of-a-kind 100-themed tailfin signifying its unique status.

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) NO PURCHASE NECESSARY TO ENTER OR WIN. Contest entry period began 10/14/09 and ended 11/17/09. Contest open only to employees of JetBlue Airways Corporation who were legal residents of the United States and eighteen (18) years of age or older at the time of entry. The winning entry will be selected from among 3-5 finalists, by public vote during the voting period between 12/18/09 and 01/29/10. Limit one vote per IP address per day. Void outside of the U.S. and where prohibited. Other restrictions apply. To obtain further details and Official Rules, or to participate in voting, please visit www.jetbluetails.com.

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