JetBlue Airways Celebrates 10th Anniversary

Feb 11, 2010

JetBlue Airways Celebrates 10th Anniversary

- Value airline based on style, service and cost enters second decade - - Special 10-themed livery revealed -

NEW YORK, Feb 11, 2010 /PRNewswire via COMTEX/ -- New York's hometown value airline JetBlue Airways (Nasdaq: JBLU) today celebrates its 10th anniversary with a special Airbus A320 aircraft, featuring a unique 10-themed livery to signify the carrier's entry into its second decade. Images of the new livery design can be seen on JetBlue's blog at http://blog.hellojetblue.com. In its second decade, JetBlue aims to be America's Favorite Airline by delivering superior customer service, the award-winning JetBlue Experience and the best domestic coach product in the skies.
(Logo: http://www.newscom.com/cgi-bin/prnh/20090217/NY71475LOGO-b)

(Photo: http://www.newscom.com/cgi-bin/prnh/20100211/NY53573)

"We created a customer service company that happens to fly airplanes," said Dave Barger, JetBlue's CEO. "Since 2000, we have succeeded in building a new airline category that focuses on friendly service, free snacks and drinks, comfortable leather seating with ample legroom and complimentary satellite radio and live TV on personal seatback screens. We look forward to our next 10 years and thank all of our loyal customers and crewmembers for an incredible decade. We will continue to refine and refresh our product by listening to the valuable feedback from them while delivering more destinations, more choices and more value to our customers!"

In addition to revealing the new 10-themed livery, JetBlue today also announced its Crewmember Tailfin Design Contest winner. In October of 2009, JetBlue crewmembers were invited to submit proposed designs for another new tailfin. The winning design was chosen from among the top five finalists by public voting between December 8, 2009 and January 31, 2010. After more than 30,000 votes, the winning design for an A320 aircraft was selected. More information on this tailfin and the winner can be found at http://blog.hellojetblue.com.

JetBlue inaugurated service between New York's John F. Kennedy International Airport (JFK) and Fort Lauderdale, Florida, with two daily nonstop flights on Feb. 11, 2000. JetBlue offers the most nonstop departures from JFK and the most domestic departures from the New York metro area of any major domestic carrier. JetBlue is also the single largest airline operating nonstop between New York and Florida(a) and the 7th largest passenger carrier in the United States(b), serving 60 destinations in 20 states, Puerto Rico and 11 countries in the Caribbean and Latin America.

JetBlue's home base of operations is Terminal 5 at New York's JFK, a state-of-the art terminal that opened in October of 2008. One of the first terminals in the United States to be completely designed and built post 9/11, T5 focuses on efficiency and customer comfort. The 635,000-square-foot terminal boasts 26 gates distributed throughout three concourses and includes a 55,000-square-foot central retail and concession Marketplace. T5 is designed to accommodate up to 20 million annual customers with up to 250 daily departures. JetBlue is the #1 airline at Boston's Logan International Airport and at Los Angeles's Long Beach Airport, and continues to grow at other focus cities in Orlando and Fort Lauderdale, Florida.

TrueBlue, JetBlue's customer loyalty program, is home to nearly 8 million members and provides customers with a rich, rewarding and flexible way to enjoy the benefits of a program that has no blackout dates -- every seat on every JetBlue flight is now available for redemption (c), allowing customers to redeem awards whenever they want to travel. TrueBlue points will not expire as long as a member travels on at least one paid JetBlue flight or makes a qualifying purchase with a JetBlue Card from American Express within 12 months of their last TrueBlue transaction (either a qualifying flight or JetBlue Card transaction). To enroll in TrueBlue or to learn more about the program, visit www.jetblue.com/trueblue.

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 600 daily flights. With JetBlue, all seats are assigned, 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) Based on both number of departures and service capacity as measured by Available Seat Miles (ASMs)

(b) Based on service capacity as measured by Available Seat Miles (ASMs)

(c) No blackout dates apply to JetBlue-operated flights only. Blackout dates apply to code share and interline flights.

SOURCE JetBlue Airways

Powered by SITECORE