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JetBlue, Official Airline Of Long Beach Pride For The Fourth Year, Hosts Acclaimed Comedian Pam Ann As Flight's Honorary Purser

SAN FRANCISCO, April 20, 2010 /PRNewswire via COMTEX/ --Ride with pride this year as customer-favorite JetBlue Airways teams up with Joie de Vivre Hotels and myPartner.com to offer Bay Area travelers the most fabulous way to travel to Long Beach Lesbian & Gay Pride -- JetPride, an exclusive rainbow-powered flight featuring renowned comedian, Pam Ann, who will serve as the flight's honorary purser.

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

JetBlue is proud to be the official airline of Long Beach Lesbian & Gay Pride, Inc., one of America's largest pride celebrations, for the fourth straight year.

JetPride flight #1969 will depart from San Francisco International Airport on May 14, 2010, at 12:30 p.m. and touch down at Long Beach Airport at 2 p.m. after a festive in-flight experience featuring pink cocktails, gift bags and other goodies, plus Australian entertainer Pam Ann, the world's most glamorous "air hostess." The special flight number commemorates the 1969 Stonewall Riots and the birth of the pride movement.

JetBlue's JetPride flight is priced at just $79(a) per one-way ticket plus taxes and fees. Customers have a wide variety of return flight options, including five daily flights from Long Beach to SFO and four daily flights to Oakland, priced at JetBlue's everyday low fares. To purchase flights, customers must contact JetBlue's JetPride desk at 888-538-2583 option 4.

Travelers can bundle their JetPride flight with a stay at the chic Hotel Maya, a Joie de Vivre Hotel and the first distinctive full-service luxury boutique resort in Long Beach. A fusion of Latin American beachside resort and modern Southern California style, Hotel Maya embodies the romantic, eclectic, and vibrant lifestyle of Long Beach. Hotel reservations can be made by visiting www.jdvhotels.com/jetblue.

This year's lineup of events at Long Beach Pride includes the Finale Tea Dance Party of America's Gay Bachelor, an annual nationwide contest hosted by myPartner.com to find the most eligible gay bachelors in America, on May 15 at Hotel Maya. JetPride customers can receive a free ticket to the event with the purchase of a regularly priced ticket at myPartner.com/Pride using promo code JETPRIDE.

A portion of the proceeds from JetPride will be donated to The Gay and Lesbian Center of Long Beach.

JetBlue is the leading airline at the convenient Long Beach Airport, offering travelers 30 daily departures to cities across the country including Austin, Boston, Chicago, Fort Lauderdale, Las Vegas, New York, Portland OR, Sacramento, Salt Lake City, Seattle and Washington, D.C. JetBlue also offers a convenient schedule from the Bay Area to Long Beach, with five daily flights from SFO and four daily flights from Oakland. From San Francisco, JetBlue also offers daily nonstop service to Austin, Boston, Fort Lauderdale, and New York.

About JetBlue

JetBlue Airways, one of America's "Best Places to Work" according to the Human Rights Campaign's 2010 Corporate Equality Index, 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 is 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. New service to Punta Cana, Dominican Republic and Hartford, Connecticut, begins later this year. 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.

About Hotel Maya

Hotel Maya in Long Beach is a stunning 11-acre waterfront property, which has undergone a $20 million renovation. It features 195 guest rooms on lush tropical grounds, and offers guests an urban oasis for rejuvenation and inspiration. The hotel is a resort-style complex with five separate buildings that sit amid a landscape of tropical flowers and over 400 palm trees, and includes newly refurbished guest rooms, dining, entertainment, Sunday brunch, daily activities for guests, meeting facilities, and more. http://www.jdvhotels.com/hotels/losangeles/maya

About Joie de Vivre Hotels

San Francisco-based Joie de Vivre is a collection of creative lifestyle businesses. Founded in 1987 by Chip Conley, Joie de Vivre manages nearly 40 boutique

hotels, more than 20 restaurants and four spas, and is recognized for creating some of the most innovative hospitality services and products and designing one-of-a-kind properties. Joie de Vivre also manages residential projects with hotel-style services and amenities. As California's largest boutique hotel collection, Joie de Vivre Hotels is becoming the hotel brand synonymous with the California travel experience, offering a wide range of unique urban, suburban and waterfront boutique hotels that cater to leisure and business travelers in all market segments. Joie de Vivre hotels are located in San Francisco, Marin County, Silicon Valley, San Francisco East Bay, Big Sur, Sonoma County, Santa Cruz, Sacramento, Los Angeles, Huntington Beach, Long Beach, and Venice Beach. www.jdvhotels.com

About Long Beach Lesbian & Gay Pride, Inc.

Over the past several years, the Long Beach Lesbian & Gay Pride Festival & Parade has become the 3rd largest in the nation, now attracting over 75,000 participants over the two-day celebration and various Pre-pride events beginning May 1st through May 15th. More than 200 marching groups and floats will adorn the Bluffs along Ocean Blvd during Sunday's parade, representing various religious, human service, governmental and social organizations. Tickets and additional information can be found at www.longbeachpride.com.

About myPartner.com

Pioneering the dating industry in Online Introductions and Private Matchmaking Services for gay men, myPartner caters to sophisticated, cultured and relationship oriented gay men. Unlike other gay dating services, myPartner is a relationship-based matchmaking service with a unique compatibility matching system designed by gay men exclusively for gay men. For more information, visit myPartner.com.

(a) *For travel from San Francisco to Long Beach: Travel must be booked by May 7, 2010, 11:59 p.m. EDT or while supplies last. All fares are subject to change without notice. Fares require a 7-day advance purchase. Travel must take place on May 14, 2010 on flight 1969 from San Francisco to Long Beach. All fares must be purchased at time of reservation, and are one-way, nonrefundable, and nontransferable. Availability is limited and available only while supplies last. Sale fares are available for purchase only by telephone at 1-888-JETBLUE (1-888-538-2583) via the meetings desk (option 4). Sale fares are not available at www.jetblue.com, an airport or city ticket office, or by any other method. Cancellations and changes can be made prior to scheduled departure for $100 per person at 1-800-JETBLUE (1-800-538-2583), TTY/TDD 1-800-336-5530, with applicable fare adjustment. 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. Fares do not include Passenger Facility Charges of up to $9 each way, September 11th Security Fees of up to $5 each way and a Federal Segment Tax of $3.70 per domestic segment. A segment is a takeoff and landing. International fares also do not include government fees and taxes of up to $127.60 each way. Puerto Rico fares also do not include a US Departure Tax of $16.10 each way. All taxes and fees must be paid at the time of purchase. JetBlue reserves the right to deny boarding to passengers without proper documentation. A second bag fee of $30 applies. DIRECTV(r) service is not available on flights outside the continental US. Other restrictions apply. ©2010 JetBlue Airways

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