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NEW YORK, May 3, 2010 /PRNewswire via COMTEX/ --Value airline JetBlue Airways (Nasdaq: JBLU) today announced it has selected Mullen as its new creative and media agency-of-record. Boston-based Mullen will work with JetBlue to create TV, print, outdoor, digital, radio, social and non-traditional advertising, which will communicate JetBlue's unique value and product. JetBlue currently serves 60 destinations in 20 states, Puerto Rico and 11 countries in the Caribbean and Latin America, and recently announced plans to further expand its operations in Boston, where it is the #1 airline, by 30 percent.

"After a rigorous search process we are excited to appoint Mullen as our agency of record," said Marty St. George, senior vice president of marketing and commercial strategy for JetBlue Airways. "Not only does Mullen have a strong record of success supporting brands such as Zappos and Panera Bread, they are an outstanding cultural fit for JetBlue. We are particularly impressed by their retail focus and their strong track record at creating truly integrated marketing platforms. We believe they will deliver a unique and fresh perspective that will enhance the vitality of our brand."

"As an agency we always want to work with brands that are true innovators and JetBlue is just that sort of company," said Alex Leikikh, managing partner, director of account service at Mullen. "Over the course of ten years, JetBlue has re-defined flying by keenly focusing on the customer experience. We're genuinely proud to be partnering with JetBlue to advance this outstanding brand."

JetBlue's search for a new national agency began in December 2009 and was spearheaded by the airline. Mullen was selected from a group of five finalists and will replace the carrier's incumbent media buying agency, MediaCom, and New York-based advertising agency, JWT. JetBlue and JWT parted ways in late 2009 after a four-year partnership.

St. George added, "We are especially grateful to the other four agencies that participated in the final review process. We enjoyed viewing our brand through the lens of so many innovative agencies, and we appreciated the opportunity to review so much good work. We look forward to working with Mullen as JetBlue enters our second decade."

About Mullen

Mullen is a full-service agency, integrating disciplines from creative to direct response, digital marketing, public relations and social influence, media planning and buying, and performance analytics. With an "unbound" approach to marketing, Mullen is a brand defined by a strong and enduring culture of collective entrepreneurialism. Agency clients include LendingTree, Zappos, Match.com, Timberland, Four Seasons Hotels and Resorts, Olympus, Victorinox Swiss Army, MassMutual, U.S. Department of Defense, CSX, SunTrust, General Motors, HSBC and The Stanley Works. Headquartered in Boston, Massachusetts, the agency operates offices in North Carolina; Detroit and Pittsburgh. Mullen is an independent brand within the Interpublic Group of Companies. For more on Mullen, visit www.mullen.com.

About JetBlue Airways

Voted "Most Eco-Friendly Airline" by Zagat's Airline Survey in 2008 and 2009, New York-based JetBlue Airways has created a new airline category based on value, service and style. In 2009, the carrier also 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. New service to Punta Cana, Dominican Republic starts in May. 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.

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