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NEW YORK, June 1, 2010 /PRNewswire via COMTEX/ --JetBlue Airways (Nasdaq: JBLU) announces today the appointment of Guy Hocker to the newly created position of Vice President, Strategic Initiatives, effective immediately. Mr. Hocker joins JetBlue from RTS Partners, a strategic management consultancy he founded in 1999, with the idea that "for strategy to work it must be insanely accessible and relevant to the entire team."

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

Mr. Hocker will report to Dave Barger, JetBlue's President and Chief Executive Officer.

"We are very fortunate to have Guy join our leadership team," Mr. Barger said. "He has helped shape the development of our strategic focus over the last several years, and now as a leader within the organization, he will have the opportunity to effect even greater change and alignment within the company."

Prior to founding RTS Partners, Mr. Hocker served as an officer in the United States Air Force, managing the acquisition of planning systems, as well as serving as a United Nations Peacekeeper in Western Africa. Mr. Hocker graduated from the Air Force Academy and earned his master's degree from the Massachusetts Institute of Technology, where he developed simulations to improve air traffic flow across a network of airports.

"I have always believed that strategy only works if every single person on the team understands it, and knows precisely how they contribute to the team's success," Mr. Hocker said. "In more of consulting with some of the strongest companies across many industries, the JetBlue team has impressed me with their passion, camaraderie and natural alignment to creating a world-class culture that results in world-class service. I am honored to join the team and I look forward to partnering with all crewmembers to further develop our success for JetBlue's second decade."

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 61 cities with 600 daily flights. New service to Ronald Reagan Washington National Airport in Washington, DC and to Bradley International Airport in Hartford, CT begins in November. 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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