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'Barcode' becomes ninth tailfin design for the value airline --

NEW YORK, Sept 07, 2010 /PRNewswire via COMTEX/ --

JetBlue Airways (Nasdaq: JBLU) today introduced its newest tailfin livery design, 'Barcode,' on the latest aircraft to join its fleet. The Airbus A320, appropriately named 'All Blue Can Jet,' was unveiled to hundreds of customers and All-You-Can-Jetters at its home port of John F. Kennedy International Airport, Terminal 5. Today is the first day of All You Can Jet, unlimited travel (a) for customers who purchased a pass for 30 days of flying, through October 6, 2010.

(Photo: http://photos.prnewswire.com/prnh/20100907/NY60457)

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"We love our Jetters," said Marty St. George, JetBlue's senior vice president of marketing and commercial strategy. "They inspired us to name the latest aircraft, 'All Blue Can Jet' in their honor, which sports the new 'Barcode' tailfin design. We couldn't think of a better time to unveil this new design to our customers than the first day of pass travel!"

Barcode is the ninth tailfin design introduced by the company since it began flying in February 2000. Visit JetBlue's blog at http://blog.hellojetblue.com/blog/ for a complete set of tailfin images.

In keeping with JetBlue's new fuselage design, the JetBlue logo on the aircraft is entirely dark blue and featured prominently. All future livery refresh cycles will convert the fuselage logo to the enlarged JetBlue logo. The new Barcode paint scheme will be scheduled into the airline's current paint-refresh timeline.

In 2009, JetBlue was honored by AIGA, the professional association for design, with the Corporate Leadership award for "reimagining the air-travel experience and building its revered brand from a people-centered, value-driven, design-based approach."

About JetBlue Airways

Voted "Most Eco-Friendly Airline" by Zagat's Airline Survey in 2008 and 2009, JetBlue has created a new airline category based on value, service and style. In 2010, 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 sixth 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 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 650 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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