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- JetBlue flights from $49(a) available for travel within the Empire State -

- To celebrate: prize giveaway in Buffalo on Sept. 21 for @jetblue Twitter followers -

NEW YORK, Sept 20, 2010 /PRNewswire via COMTEX/ --

New York-based JetBlue Airways (Nasdaq: JBLU) and Empire State Development (ESD) today revealed a co-branded trademark with New York State's iconic tourism campaign and logo, I LOVE NEW YORK, solidifying the carrier's status as the official hometown airline of New York. Today's announcement kicks off the I LOVE NEW YORK trademark license, which is part of a larger partnership between JetBlue and the State of New York that includes incentives and marketing benefits associated with the airline's commitment to maintain its corporate headquarters in New York City and provide high-quality, competitively priced air travel throughout the Empire State.

(Logo: http://photos.prnewswire.com/prnh/20100920/NY67511LOGO)

(Logo: http://www.newscom.com/cgi-bin/prnh/20100920/NY67511LOGO)

Created in 1975, the I LOVE NEW YORK logo is an icon recognized around the world. While it has often been imitated, this is the first time the powerful logo has been adapted and co-branded for joint use with another entity, demonstrating the significant role JetBlue plays for travel and economic development throughout the State of New York. Use of the logo is part of a long-term marketing partnership with the Empire State to jointly promote tourism and help spur business opportunities state-wide. The co-branded trademark features a deliberate intersecting of the popular I LOVE NEW YORK phrase with the famous red heart and the JetBlue logo. JetBlue worked with the logo's original creator, Milton Glaser, to ensure a design respectful of the logo's origin, give both logos equal weight, and visually demonstrate that New York is at the heart of JetBlue and JetBlue is at the heart of New York.

"JetBlue changed the value of air travel, starting 10 years ago right here in the Empire State," said James Hnat, JetBlue's EVP-Corporate Affairs and General Counsel. "Developing this co-branded trademark with Empire State Development validates our commitment to our home and our dedication to continue offering the best value and service in air travel today. While there was never any doubt in the minds of our customers, we are now officially New York's airline."

"Today's announcement marks the beginning of a historic new partnership between JetBlue and New York State's iconic I LOVE NEW YORK brand," said Governor David A. Paterson. "Tailored co-branding opportunities like this will help drive tourism to New York, creating new jobs and spurring economic development throughout the State. JetBlue has a historic link to New York State with a decade of operation here. The company's decision to rededicate itself to the Empire State and develop this unique marketing strategy truly demonstrates that New York is at the heart of JetBlue."

"This branding partnership is an example of the kind of innovative economic leadership we at ESD are committed to," said ESD Chairman & CEO Dennis M. Mullen. "Over the past few years, I LOVE NEW YORK has incorporated some of the best and most up-to-date marketing techniques in order to increase awareness of the many natural, historic and cultural attributes that New York State has to offer. Now, through our collaborative efforts, JetBlue and I LOVE NEW YORK will have more powerful marketing, sponsorship and branding opportunities to promote New York State as the ideal getaway spot and, thus, draw visitors and their dollars to the state."

Earlier this year, JetBlue announced its intent to keep its corporate headquarters in New York City, with plans to relocate from Forest Hills to Long Island City by 2012. JetBlue will remain the only major commercial passenger airline with its headquarters in New York City and State, giving the carrier a true dedication to and understanding of the market and the people who live and travel here.

Empire State Sale Fares

Coinciding with the launch of the co-branded JetBlue/I LOVE NEW YORK trademark, JetBlue is making travel available for special $49 fares or 5,000 TrueBlue points between New York/JFK and Buffalo, Rochester and Syracuse (a). These fares are subject to availability and must be purchased by Sept. 21, 2010 at 11:59 EDT, with a 14-day advance purchase requirement for travel between Oct. 4, 2010, and Nov. 18, 2010. Visit www.jetblue.com/NY for more information.

Sept. 21 Twitter @jetblue Prize Giveaway in Buffalo

Tomorrow, Sept. 21, 2010, customers and fans of JetBlue who live in Buffalo - the destination of JetBlue's first ceremonial flight 10 years ago - will have the opportunity to win one of up to 100 New York-themed event, travel and destination prizes including JetBlue tickets, TrueBlue points and hotel stays. The secret location of the giveaway in Buffalo and participation instructions will be announced tomorrow in real-time to @jetblue followers on Twitter.

In conjunction with its Buffalo promotion, JetBlue this week is also pleased to become a supporter of the Buffalo Olmsted Parks Conservancy, the non-profit organization that protects and maintains the city's beloved parks system, one of the most significant works of landscape architect Frederick Law Olmsted and a leading attraction in the Buffalo Niagara region. Learn more at www.bfloparks.org.

In 2008, JetBlue opened its state-of-the-art 635,000-square-foot, 26-gate Terminal 5 at JFK, which offers a customer-friendly travel experience while facilitating efficient operations for the airline at the same time. JetBlue is the largest airline operating at John F. Kennedy International Airport (JFK) and offers the most intra-New York State service from the New York City metropolitan area. With additional service at Buffalo, LaGuardia, Rochester, Stewart/Newburgh, Syracuse and Westchester County airports, JetBlue offers tremendous travel opportunities to, from and within the Empire State for residents and visitors.

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 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. The airline also intends to serve Providenciales, Turks & Caicos Islands in February 2011. 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 New York State

New York State features 11 beautiful vacation regions. New York's attractions span from landmarks such as Niagara Falls, to the wine trails of Hudson Valley and treasures like the Baseball Hall of Fame in Cooperstown. Whether it's wide-ranging outdoor activities for the whole family like fishing, hiking and boating, culinary wonders and farm-to-table fresh foods, or the rich history and culture of one of the 13 original colonies, New York State offers diverse activities for all travelers. For more information about what is going on at I LOVE NY and New York State, make sure to follow us on Twitter at www.twitter.com/I_LOVE_NY or fan us on Facebook at www.facebook.com/iloveny.

About Empire State Development

Empire State Development is New York's chief economic development agency, committed to being recognized on a global scale as the economic development engine driving job growth, strategic investment and prosperity in New York State. ESD is intent on paving the way for New York State to become the leader of the innovation economy and one of the most business friendly, productive and competitive economic development climates in the world. ESD also oversees the marketing of "I LOVE NY," the State's iconic tourism brand. For more information, visit www.esd.ny.gov.

(a) Valid JFK to/from Buffalo, Rochester, and/or Syracuse: Book by Sept. 21, 2010, the earlier of 11:59 PM local or 11:59 EDT; travel between Oct. 4 - Nov. 18, 2010 (blackout dates Oct. 7-12); no travel Fri. or Sun.; subject to availability; fares may change without notice and are one-way, nonrefundable, and nontransferable; 14-day advance purchase required. $15 fee p/p if purchased by phone or ticket office. Cancellations/changes must be made prior to scheduled departure (otherwise all money for booking is forfeited) at jetblue.com or 1-800-JETBLUE (1-800-538-2583), TTY/TDD; $100 fee p/p and applicable fare adjustment apply at 1-800-JETBLUE (1-800-538-2583), TTY/TDD. Cancellations are for JetBlue travel credit only, valid for one year. Fares do not include Passenger Facility Charges up to $9 each way; September 11th Security Fees up to $5 each way; Federal Segment Tax of $3.70 per domestic segment. Taxes and fees must be paid at the time of purchase. JetBlue reserves the right to deny boarding to passengers without proper documentation. Other restrictions apply.

SOURCE JetBlue Airways

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