Bravo, BEVO! JetBlue Airways Celebrates the University of Texas Mascot's 94th Birthday with $94 Fares

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-- Customers can book flights between Austin and Fort Lauderdale, L.A./Long Beach or San Francisco for just $94* each way at www.jetblue.com/bevobday --

-- Official airline sponsor of UT Athletics to present the Sept. 25 home game, honoring the Neighborhood Longhorns Program and wounded warrior Robert Luscomb --

NEW YORK, Sept 21, 2010 /PRNewswire via COMTEX/ --

JetBlue Airways (Nasdaq: JBLU), the Official Airline Sponsor of UT Athletics, is pleased to celebrate with the Texas Longhorns as BEVO, the University's beloved mascot, turns 94. BEVO made his first public appearance as the UT mascot in the fall of 1916 and in recognition the value airline is offering special $94* birthday fares for travel each way between Austin and Fort Lauderdale, L.A./Long Beach or San Francisco. Customers must book travel by Sept. 28 at www.jetblue.com/bevobday for travel Oct. 5 - Nov. 17, 2010.

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"BEVO's no spring chicken, or rather steer!" said Mark Rogers, southwest regional marketing manager at JetBlue. "Ninety-four years young is a milestone for the rich history of sports in Texas, and JetBlue is looking forward to celebrating with the Longhorns. We're equally excited to be able to offer our valued Austin customers this special fare and to support the important work that the Neighborhood Longhorns Program undertakes to advance the educational welfare of Austin's youth."

As the presenting sponsor of UT's home football game on Sept. 25 vs. UCLA, JetBlue will feature a special on-field presentation to honor the Neighborhood Longhorns Program ("NLP"), the official educational outreach program of The University of Texas. The program serves elementary and middle school students, inspiring them to pursue higher learning through exposure to the college experience. By providing economically disadvantaged youth with incentive-based learning programs, NLP currently helps more than 5,000 students in second through eighth grades and currently serves 30 schools throughout the Austin community. The airline makes donations throughout the year to the Neighborhood Longhorns Program to support the nearly 300 teachers who are dedicated to the educational development of the youth in Austin, TX.

Additionally, JetBlue will recognize American hero Mr. Robert Luscomb, who was awarded the 30-day All You Can Jet (AYCJ) pass by the airline and the Wounded Warrior Project, a non-profit, nonpartisan organization that offers veterans programs and services to aid their physical rehabilitation and improve their mental health and well-being. Customers traveling on the AYCJ Pass can travel to any of JetBlue's international and domestic destinations as often as they like. Luscomb, who sustained both visible and invisible injuries while serving our nation, is traveling on the pass over the course of September to attend various events across the country, honoring his service and empowering his recovery.

Customers enjoy JetBlue's award-winning customer service and in-flight experience, including all-leather seats with personal seatback TVs and lots of legroom. When traveling between destinations in the continental U.S., customers are treated to 36 channels of free live, DIRECTV programming and more than 100 channels of XM Satellite radio. A selection of JetBlue Features movies are also available for a small fee.

JetBlue has been an official partner of Texas Athletics since 2009. The sponsorship is managed by IMG College, UT's multimedia rights partner.

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 IMG College

IMG College is the leader in capturing consumer devotion to college sports through partnership opportunities in licensing, marketing, events and hospitality, multimedia rights, stadium and arena development, sales, and consulting. IMG College works across local, regional, and national platforms to connect top corporations to the college market's more than 172 million fans--77 million of which are female--an affluent fan base with more than 29 million college fans earning more than $100,000, and 17 million fans between the ages of 18 - 24. IMG College partners with the nation's top collegiate brands, including the NCAA and its 88 championships, NCAA Football, leading conferences, and some of the most prestigious universities in the country. IMG College is a division of IMG Worldwide, the world's premier sports, media, and entertainment company. For more information, please visit www.imgworld.com.

** Valid Austin to/from Fort Lauderdale, Long Beach or San Francisco. Book by Sept. 28, 2010, earlier of 11:59 PM ET or local; travel prior to Nov. 17, 2010; travel only Tues/Weds/Sat.; 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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