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- JetBlue renews its brand promise of putting people first as it enters its second decade of service -

- Hidden camera 'Ground Rules' videos to hit YouTube on Friday -

- New advertising goes into the market this week -

NEW YORK, Oct 14, 2010 /PRNewswire via COMTEX/ --

JetBlue Airways (Nasdaq: JBLU), the airline that revolutionized the industry when it took to the skies 10 years ago, on Friday will debut a new marketing campaign designed to position the iconic brand as a continued leader well into its second decade of operations. The campaign features the introduction of a newly articulated JetBlue brand promise - *You Above All* - a restatement of JetBlue's commitment to putting people first that was founded on the company's original and ongoing mission to bring humanity back to air travel.

(Logo: http://photos.prnewswire.com/prnh/20090217/NY71475LOGO-b)

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

You Above All is designed to shine a light on the airline's key competitive differences and to celebrate its crewmembers' long-standing efforts to provide a superior travel experience - an experience that has been lauded as JetBlue has grown, over the past ten years, from its New York roots to now serve 61 cities in 12 countries throughout the Americas.

"In so many ways, this exciting new marketing campaign speaks to the core of who we are as a brand," said Marty St. George, senior vice president of marketing and commercial strategy at JetBlue. "*You Above All* is authentic. It's transparent. It's understandable. Quite simply, it's very JetBlue. As we move into our second decade of service, *You Above All* underscores our commitment to always put people first, to bring humanity back to air travel. That's a message we can all relate to, whether we take to the skies once a year or once a week."

The campaign, the first that JetBlue has developed in partnership with its new advertising and media agency-of-record Mullen, features a comprehensive mix of media including online, social media, in-flight, print, and out-of-home components.

The online portion features a series of hidden camera scenarios called *Ground Rules.* The unscripted videos point out the shortcomings of much of the airline industry by bringing other airlines' service policies and procedures to light on the ground. They feature real people in real situations being deprived of things they've come to expect, such as legroom in a taxi, a full can of soda from a street vendor and free luggage storage in the trunk of a taxi. The videos will debut in a YouTube homepage takeover on Friday.

You Above All creative uses a colorful, modern, simple illustration style to depict travelers, the airline's key product and service offerings, and its destinations. A key element of the creative is what the airline has dubbed "I-People," a visual representation of the brand's focus on humanity, that are used to create a flexible, identifiable look that is significantly different from other carriers.

In a first for JetBlue, the airline will also take advantage of so-called "Monster Media" technology in Boston, Los Angeles and New York. These interactive billboards respond to the motion of consumers passing by them, to create an animated experience which literally places consumers in the airline's advertising.

The campaign includes a series of call-outs explaining JetBlue's superior service offering, including the following lines:

"Overpack. Underpay. First bag flies for free." (a)
"Mix business with legroom. The most legroom in coach." (b)
"Room. With a view. The most legroom in coach and free DIRECTV(R)." (c)
"Someone has to stand-up for tall people. The most legroom in coach."
"Our standards beat their extras. Unlimited brand-name snacks and soft drinks."

You can view and download examples of the creative on the following site:

http://work.mullen.com/clients/jetblue/

"In the highly commoditized airline category JetBlue is the rare brand with a true commitment to customer service and delivering a positive flying experience," said Alex Leikikh, Managing Partner and Director of Account Service at Mullen. "*You Above All* is more than a tagline, it's JetBlue'spromise to customers and a mantra crewmembers can rally around for the next 10+ years."

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 offers the most legroom in coach of any U.S. airline (based on average fleet-wide seat pitch) 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 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. 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.

(a) Baggage weight and size limits apply.

(b) JetBlue offers the most legroom in coach, based on average fleet-wide seat pitch for U.S. airlines, excluding premium coach products.

(c) DIRECTV and XM Satellite Radio service are not available on most flights outside the continental United States.

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