Blue Turns Green as JetBlue Airways Unveils Specially Painted Airbus A320 Aircraft Paying Homage to the New York Jets

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- Empire State Development's co-branded JetBlue/I LOVE NEW YORK logo featured in place of characteristic 'blue' name under the aircraft cockpit -

- Maiden flight to accompany the New York Jets to Denver for their away game against the Broncos -

- JetBlue and MasterCard have also pledged to refund select online flight purchases made using a MasterCard card if the Jets win the 2011 Super Bowl in Dallas -

NEW YORK, Oct 15, 2010 /PRNewswire via COMTEX/ --

Hometown airline and fan-favorite JetBlue Airways (Nasdaq: JBLU) today turned its classic blue livery green on its first specially painted Airbus A320 aircraft in honor of the New York Jets on its turf at Hangar 81 at New York's John F. Kennedy International Airport. The newly branded aircraft was revealed by CEO Dave Barger and NY Jets Chairman and CEO Woody Johnson, together with Curtis Martin, Emerson Boozer and other Jets alumni players, the Jets Flight Crew and hundreds of the airline's crewmembers. Images of the new livery design can be seen on JetBlue's blog at http://blog.hellojetblue.com.

(Photo: http://photos.prnewswire.com/prnh/20101015/NY82994)

(Photo: http://www.newscom.com/cgi-bin/prnh/20101015/NY82994)

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

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In further support of the Jets, if the team wins Super Bowl XLV in Dallas, JetBlue and MasterCard have pledged to refund select one-way and roundtrip flight purchases made online at www.jetblue.com using a MasterCard card (c). More details coming soon! For more information visit www.jetblue.com/jets.

"The synergies between the Jets and JetBlue are core to what it means to be a part of this great city," said JetBlue CEO Dave Barger. "We play in the same backyard, with New York as our home turf. We have diverse, loyal fans that expect more of us than the other guys and we deliver on our brand promise. We couldn't think of a better way to solidify this bond, as the largest domestic airline at JFK Airport and the official airline partner of the NY Jets than to combine our brands in a unique and integrated way by turning our classic livery from blue to green! When the Jets win the Super Bowl this February, we look forward to partnering with MasterCard and rewarding our New York area customers with our special MasterCard promotion!"

"When we partnered with JetBlue, we were excited about their commitment and desire to be creative and innovative," said Jets Chairman and CEO Woody Johnson. "This plane takes our partnership to a new level and new heights, both literally and figuratively. We are looking forward to not only seeing our Jets jet in the skies around the New York region, but across the country and around the globe."

Designed by T.J. McCormick, JetBlue's general manager of brand design, the Airbus A320 interchanges blue for green, featuring a green belly, green wing tips and a green tail, with large green JETS lettering across the fuselage and a football helmet towards the rear of the aircraft. In place of a characteristic 'blue' name featured under the cockpit of each aircraft, this plane features the airline's 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.

Customers enjoy JetBlue's award-winning customer service and in-flight experience, which offers more comfort with all-leather seating and the most legroom in coach of any U.S. airline (a) and more free live entertainment with 36 channels of DIRECTV(R) programming and more than 100 channels of XM Satellite Radio(R). Fans flying JetBlue from September 26, 2010 to January 2, 2011 won't miss a minute of football action when traveling on the value airline to more than 50 destinations across the U.S. The airline also recently added DIRECTV's NFL SUNDAY TICKET(TM), the world's most popular video service's exclusive sports subscription package, to its free, live programming lineup (b) offering customers access to up to 14 games every Sunday between 12 - 8 p.m. throughout the regular NFL season.

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

(b) Live satellite TV and radio programming is not available on flights outside the continental U.S.

(c) NO PURCHASE NECESSARY. Restrictions apply. For more information and Official Rules coming soon visit www.jetblue.com/jets.

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