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-- On Tuesday, Oct. 19 JetBlue and TD Garden will host a 'Boarding Pass Bonanza,' at the arena, featuring 39 prize-winners for its 39 nonstop destinations -

-- Grand prize winner of 50,000 TrueBlue points and a suite for an upcoming TD Garden event will be announced immediately over the arena in skywriting at 1:30 p.m. on Tuesday--

BOSTON, Oct 18, 2010 /PRNewswire via COMTEX/ --

JetBlue Airways (Nasdaq: JBLU), Boston's largest carrier, today proudly announces a multi-year partnership with the prestigious TD Garden to become the Official Airline of the venue, including exclusive branding rights to the grand East and West Entrance Experience. The exclusive branding area provides a platform to promote JetBlue's newest marketing campaign, *You Above All* - a newly articulated brand promise and a restatement of the airline'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)

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To celebrate, on Tuesday, Oct. 19, 2010 JetBlue and TD Garden will host a 'Boarding Pass Bonanza' for all Bostonians at the newly branded arena entrances, where 10,000 free boarding passes, each with one of JetBlue's 39 destination codes and a unique 'Flight Number,' will be handed out between 7:30 a.m. and 1 p.m. Thirty-nine prizes, representing the 39 nonstop destinations JetBlue offers from Boston, will be awarded. 19 winners will each receive a pair of round-trip airfare tickets on JetBlue and 19 winners will receive a pair of tickets to TD Garden events and concerts. In addition, one grand prize winner will receive 50,000 TrueBlue points, to be redeemed for award travel on JetBlue, and a suite to a TD Garden event. (a)

At 1:30 p.m. (weather permitting), boarding pass holders will look to the sky, where the grand prize winner will see their city code and flight number in skywriting immediately above TD Garden. The remaining winning 'Flight Numbers' will be posted on the internet at www.tdgarden.com/jetblue at approximately 2 p.m. on October 19, 2010.

"We're Boston's biggest airline, so it makes perfect sense to pair up with the city's premier entertainment venue that will allow us to cater to some of the most passionate fans in the country," said Marty St. George, senior vice president of marketing and commercial strategy. "With 39 nonstop destinations and growing, we are the carrier of choice, offering more options, more value and more free live entertainment combined with JetBlue's award-winning customer service. We are excited to give our Boston leisure and business customers this sky-high opportunity to win big with JetBlue and TD Garden!"

"We are excited to partner with JetBlue as our official airline. We entertain nearly 3 million people a year at the TD Garden, and this newly branded Entrance Experience will provide a dynamic branding platform to continue to promote JetBlue's presence in Boston," said John Wentzell, President of Delaware North Companies - Boston and TD Garden. "The Boarding Pass Bonanza is yet another creative way to activate a great partnership and engage and award our passionate fan base."

JetBlue's sponsorship of the TD Garden will also include digital signage within the arena, an online presence on the TD Garden website and advertising on the TD Garden's in-house video and digital content network for all events, including Boston Bruins hockey, Boston Celtics basketball, the Beanpot, and the countless concerts and other events scheduled in the arena.

Over the course of its summer expansion, JetBlue has added more flights from Boston to key business destinations including Baltimore; Charlotte; Chicago; Denver; Raleigh/Durham, N.C. and San Diego, as well as top sun destinations including Aruba, Cancun, Mexico; Fort Lauderdale, Montego Bay, Jamaica; Punta Cana, Dominican Republic; and San Juan, Puerto Rico. Under its expanded schedule, JetBlue now offers approximately 75 flights per day from Boston.

JetBlue also recently announced seven daily roundtrips to Ronald Reagan Washington National Airport set to begin November 1, 2010, daily nonstop service to Sarasota Bradenton, Florida, set to begin November 18, 2010, and four daily roundtrips to Newark, N.J. set to begin in May, 2011.

About JetBlue Airways

JetBlue Airways is Boston's #1 airline, offering more nonstop destinations than any other carrier. 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.

About TD Garden

Over 30 million people have come through the TD Garden turnstiles since its grand opening in September 1995, enjoying Boston Bruins hockey, Boston Celtics basketball, world-renowned concerts, sporting events, family shows and much, much more. The state-of-the-art building is a year-round, 19,600-seat arena, fully equipped with three private restaurants (Banners Harbor View, Budweiser Legends Club and The Premium Club Bistro), 90 executive suites, 1100 club seats, a multi-million dollar high-definition video scoreboard - the Garden HDX - and complete 360-degree LED technology. For more information, visit www.tdgarden.com.

(a) ***No purchase necessary to participate or win.*** *You must be at least 18 years old and a resident of MA to participate. Other eligibility limitations and restrictions apply. Only 10,000 Boarding Passes will be distributed on a first come, first served basis. Limit 1 Boarding Pass per person. Odds of winning grand prize are 1 in 10,000; odds of winning airline tickets or event tickets are in 1 in 264. Winners are solely responsible for all taxes, costs not described as part of prize. Winner may be required to present photo ID and sign declaration of eligibility/release and publicity release.See Official Rules at www.tdgarden.com/jetblue, for entry details, prize descriptions/values and complete terms and conditions.*

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