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Jan 31, 2011

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Starting at 6:30 p.m. ET, customers can enjoy their first beer, wine or cocktail for just $1 (a) to kick-off the championship football game -

NEW YORK, Jan. 31, 2011 /PRNewswire via COMTEX/ --

On the evening of Sunday, February 6, thousands of football fans traveling on JetBlue Airways (Nasdaq: JBLU) can enjoy a Super $1 Drink Special (a) for their first beer, wine or cocktail starting at 6:30 p.m. ET to kick off the championship football game. Thereafter, additional cocktails can be purchased for a small charge. During the game, which is JetBlue's largest single viewership event, the airline estimates that more than 50 percent of customers will be tuned-in on its more than 200 scheduled flights.

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

"JetBlue is a fan favorite and we look forward to celebrating the culmination of a great football season with our customers this Sunday," said Don Uselmann, Manager of Product Development for JetBlue Airways. "For travelers who are looking to escape the game, we'll also continue to offer a variety of other live channels for free, and anyone traveling with us on Sunday night can take advantage of our $1 drink special. It's JetBlue's way of saying thank you to our loyal fans."

JetBlue customers travel in comfort and style under the care of the airline's award-winning customer service crewmembers. When traveling on JetBlue to more than 50 destinations across the U.S., customers can enjoy 36 channels of free, live television programming personal seatback TVs, including most major networks (b). Networks broadcasting football during the 2009-2010 season ranked in the top three channels viewed on Sundays for JetBlue customers.

In September of 2010, JetBlue also added DIRECTV's exclusive NFL SUNDAY TICKET(TM) to its free, live programming line-up, with access to up to 14 games every Sunday throughout the regular NFL season. JetBlue continues to feature more than 100 channels of XM Satellite radio for free and JetBlue Features movies on select routes for a small fee within the US. Movies to Caribbean destinations remain free.

Free and unlimited nonalcoholic beverages and snacks, including freshly brewed Dunkin' Donuts coffee. All snack choices available on JetBlue are trans-fat free.

About JetBlue Airways

New York-based JetBlue Airways has created a new airline category based on value, service and style. In 2010, the carrier 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 63 cities with more than 600 daily flights. Later this year JetBlue plans to introduce service to Providenciales, Turks & Caicos; Anchorage, Alaska; and Martha's Vineyard, Mass. With JetBlue, all seats are assigned, all fares are one-way, and an overnight stay is never required. For information call +1 800 538 2583 from the U.S.A., TTY/TDD +1 800 336 5530, or visit www.jetblue.com.

(a) On most flights, while supplies last. Offer available only to customers who show positive government-issued photo identification with proof of age 21 years or older. Limit, one $1 drink per customer. Offer not available to JetBlue Crewmembers or other airline employees traveling on JetBlue. Please drink responsibly.

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

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