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NEW YORK, Feb. 8, 2011 /PRNewswire via COMTEX/ --

New York-based JetBlue Airways (Nasdaq: JBLU), in partnership with Empire State Development (ESD), today immortalized its hometown status with the unveiling of an Airbus A320 aircraft, aptly named "I HeartBlue York," featuring the airline's co-branded trademark with New York State's iconic I LOVE NEW YORK tourism campaign and logo. The newly branded aircraft was revealed to hundreds of crewmembers at JetBlue Airways' home base at New York's John F. Kennedy International Airport by CEO Dave Barger. Images of the new livery design can be seen on JetBlue's blog at http://blog.hellojetblue.com.

(Photo: http://photos.prnewswire.com/prnh/20110208/NY44148-a)

(Photo: http://photos.prnewswire.com/prnh/20110208/NY44148-b)

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

"JetBlue's ceremonial first flight from JFK to Buffalo more than 10 years ago focused on driving tourism and business and delivering the best value and service in the skies across the Empire State," said Dave Barger, chief executive officer of JetBlue Airways. "Today's livery reminds us not only of our beginnings, but also of our future and our commitment to our home state as we begin a new decade of service to become Americas' Favorite Airline. New York is at the heart of JetBlue and JetBlue is at the heart of New York."

"JetBlue is an important economic engine for New York State," said ESD Executive Director Peter Davidson. "In 2009, the tourism industry generated $46 billion in spending, which resulted in over $6 billion in state and local taxes and supported more than 660,000 jobs. JetBlue's commitment to providing high quality, competitive airfares throughout New York helps to support continued economic growth in the state. In addition, the newly branded aircraft demonstrates the powerful marketing, sponsorship and branding opportunities created by the JetBlue and I LOVE NEW YORK partnership. Keep an eye out for co-marketing promotions, fare sales and I LOVE NEW YORK content on JetBlue seatbacks. We hope that the newly branded aircraft will encourage people to discover all that New York has to offer."

In addition, short films to promote tourism for New York State will be shown on JetBlue's in-flight seatback program this month. In partnership with ProMotion Pictures, New York State's iconic tourism campaign worked with teams of students at New York University's Tisch School of the Arts Graduate School of Film to create the films. The project had two goals: to support the arts in New York in recognition of the 50th anniversary of state funding for the arts and to create unique, branded entertainment for New York State tourism. To find out more and to view the films visit www.ILOVENY.com.

Designed in collaboration with the logo's original creator, Milton Glaser, the co-branded trademark features a deliberate intersecting of the popular I LOVE NEW YORK phrase with the famous red heart and the JetBlue logo. The logo is placed on both sides of the aircraft's tailfin. When viewing the aircraft from its left side, the JetBlue logo appears prominently with the red heart. On the right side of the aircraft, the logo is rotated, showcasing the I LOVE NEW YORK logo more prominently. The aircraft is christened "I HeartBlue York," with the name characteristically placed on the fuselage below the cockpit. In keeping with JetBlue's new fuselage design, the enlarged JetBlue logo on the aircraft is entirely dark blue and featured prominently on an all-white fuselage.

Created in 1975, the I LOVE NEW YORK logo is an icon recognized around the world. While it has often been imitated, this is the first time the powerful logo has been adapted and co-branded for joint use with another entity, demonstrating the significant role JetBlue plays for travel and economic development throughout the State of New York. In 2010, JetBlue announced its intent to keep its corporate headquarters in New York City, with plans to relocate from Forest Hills to Long Island City by 2012. JetBlue will remain the only major commercial passenger airline with its headquarters in New York City and in New York State, giving the carrier a true dedication to and understanding of the market and the people who live and travel here.

About New York State

New York State features 11 beautiful vacation regions. New York's attractions span from landmarks such as Niagara Falls, to the wine trails of Hudson Valley and treasures like the Baseball Hall of Fame in Cooperstown. Whether it's wide-ranging outdoor activities for the whole family like fishing, hiking and boating, culinary wonders and farm-to-table fresh foods, or the rich history and culture of one of the 13 original colonies, New York State offers diverse

activities for all travelers. To follow the latest in I LOVE NEW YORK news visit Facebook at www.facebook.com/ILOVENY, Twitter at www.twitter.com/I_LOVE_NY, YouTube at www.YouTube.com/OFFICIALILOVENY, and Flickr at www.Flickr.com/officialiloveny.

About Empire State Development

Empire State Development is New York's chief economic development agency and administrator of the statewide business resource portal New York First (www.NYfirst.NY.gov). ESD is committed to being recognized on a global scale as the economic development engine driving job growth, strategic investment and prosperity in New York State. ESD is intent on paving the way for New York State to become the leader of the innovation economy and one of the most business-friendly, productive and competitive economic development climates in the world. ESD also oversees the marketing of "I LOVE NY," the State's iconic tourism brand. For more information on Empire State Development, visit www.esd.ny.gov.

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.

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