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-- Between May 4 and 18, 2011, JetBlue will donate $2 to The Millan Foundation for every pet picture uploaded to Twitter using the hashtag #JetPaws, up to $10,000 -

-- One creative photographer will also win a grand prize, two-night JetBlue Getaways vacation package to the pet-friendly Hotel Palomar Los Angeles - Westwood, a Kimpton Hotel (a) --

BOSTON AND LOS ANGELES, May 4, 2011 /PRNewswire via COMTEX/ --

As part of National Pet Awareness Month, JetBlue Airways' (Nasdaq: JBLU) JetPaws(TM) program today named Moose, a one-year old Maltese Poodle, the airline's Most-Traveled Pet in 2010. The top dog and his companion, Suffolk University law student Jamie Griebner, originally of Buffalo, N.Y., currently live in Boston and earned the begging (er, bragging) rights after more than 20 flights,thousands of TrueBlue customer loyalty points and countless 'good dog' greetings from JetBlue's friendly crewmembers.

(Photo: http://photos.prnewswire.com/prnh/20110504/NY95023)

(Logo: http://photos.prnewswire.com/prnh/20110120/NY32545LOGO)

To highlight the joys and benefits of pet companionship this May, JetBlue has pledged to donate $2 to The Millan Foundation for every pet photo uploaded to Twitter between May 4 and May 18, 2011 using the hashtag #JetPaws (a). Established in 2007 by Cesar Millan and based in Burbank, California, The Millan Foundation was started with the mission to create and deliver to the community humane education programs and promote animal welfare by supporting the rescue, rehabilitation, and re-homing of abused and abandoned dogs.

In addition, JetBlue Getaways will award one lucky winner with a two-night, three day vacation package to the Hotel Palomar Los Angeles - Westwood, a Kimpton Hotel and one of the airline's most pet-friendly destinations and partner properties (a). Selection of the winning Twitter photo will be determined by popular vote by the airline's 13,000 crewmembers, and will be based on originality and creativity. More information on the Twitter pet photo contest and The Millan Foundation may be found at www.jetblue.com/petcontest.

"Every dog has his day, and we couldn't think of a better way to celebrate Moose's accomplishment as our Most-Traveled Pet than to give back to one of the nation's leading pet charities," said Mark Rogers, JetBlue's regional marketing manager for California and the Southern United States. "We would like to thank our customers and Kimpton Hotel for joining us in supporting The Millan Foundation during National Pet Awareness Month. We can't wait to see the photo montage of these much-loved, four-legged friends and welcome one lucky winner onboard for the JetPaws Experience to sunny California."

"Traveling with your dog can be a wonderful bonding experience, which is why I always try to take Junior with me wherever I go," said Cesar Millan, founder of The Millan Foundation and star of *Dog Whispererwith Cesar Millan*. "At The Millan Foundation one of our goals is to create lifelong healthy relationships between dogs and people, whether at home or away. We are grateful that JetBlue Airways will help us to continue in that mission, contributing to the creation of education, rescue and rehabilitation programs through this generous donation."

As a thank you for his loyalty and devotion, JetBlue's Most-Traveled Pet will also be treated to a cross-country JetBlue Getaways trip, traveling nonstop from Boston's Logan to Los Angeles International Airport (LAX) to soak up some sun at Hotel Palomar. Upon arrival, Moose will be greeted with a wet kiss and a paw-shake by Luna - the hotel's newly appointed Director of Pet Relations - for Yappy Hour, a social scene for furry party-goers and their two-legged friends. Fresh bowls of water and gourmet treats will be served along with complimentary wine to celebrate Moose, the Guest of Honor.Kimpton Hotels never charge extra fees or deposits for pets and they welcome any size, weight or breed at all locations.

"I prefer to travel JetBlue and they have always catered well towards customers traveling with a pet," said Jamie, with Moose in tow. "I love watching TV and find the travel experience both relaxing and enjoyable. Plus, the in-flight crewmembers always make sure we're fully taken care (wo)of! - Moose concurs. This is so incredibly generous of JetBlue and Kimpton; we can't wait to take in the sights - and smells - of L.A., and just lounge by the pool at Hotel Palomar!"

On fair-weather days in Boston, another of JetBlue's recommended pet-friendly cities, you can find Moose pawing along the Charles River, chasing fly balls outside Fenway Park or window sniffing on Newbury Street for the next big bone. He and Jamie travel often between Boston and their hometown of Buffalo to visit friends and family or to catch their favorite hockey team, the Buffalo Sabres, at a home game.

As a sophisticated traveler, Moose is an expert on JetBlue's Travel Petiquette(TM), which outlines the social graces of jetting for small dogs and cats, and he loves his "Check Me Out, I'm Checked In" bag tag he receives at the ticket counter. JetPaws, the pet-friendly airline's exclusive in-cabin program, is designed to provide pets and their owners the tips and tools they need for a smooth trip from start to finish. Pets traveling with TrueBlue members also earn an additional 300 TrueBlue points for each travel fee paid. To enroll in TrueBlue or to learn more about the program, visit www.jetblue.com/trueblue.

Jamie always makes sure Moose has enough time outside, taking him for a long walk to release his excess energy before he gets on the flight. He never eats too much before boarding the plane and usually packs a bone to chew, his favorite snack, but the unlimited Terra Blue chips served in-flight are a close second. Moose prefers any seat on JetBlue, because Jamie can stretch her legs, but usually they settle near the window for the best views.

Moose takes a nap at the beginning of the flight so he doesn't get overexcited by the large variety of free, live TV and radio programming available. He's partial to catching up on sports, but he's also a fan of the gossip surrounding Cookie, Ginger, Chief and the other pooches on the Real Housewives of New York. Actually, he records the show for Jamie when she's not home.

Other JetPaws program elements include a special welcome email for pet owners within one week of their booking and complimentary access to a downloadable e-booklet highlighting pet-friendly hotels, restaurants, parks and animal hospitals in some of JetBlue's top cities, including: Boston; Fort Lauderdale; Las Vegas; Long Beach/L.A.; New York; Orlando; San Francisco; and Washington, D.C.

JetBlue accepts up to four small cats or dogs in the cabin of each aircraft on both domestic and international flights. The combined weight of the pet and carrier may not exceed 20 pounds. Only one pet is allowed per customer and the pet carrier does count as one personal carry-on item. For the safety and comfort of all customers, pets must remain in a closed carrier at the airport and in-flight for the entire duration of the trip. To book a pet, customers must call our reservations team at 1-800-JETBLUE. For more information visit www.jetblue.com/jetpaws.

About The Millan Foundation

On Valentine's Day 2007, Cesar Millan officially established The Millan Foundation with the mission to create and deliver to the community humane education programs and promote animal welfare by supporting the rescue, rehabilitation, and re-homing of abused and abandoned dogs. Since its inception, The Millan Foundation has been creating lifelong healthy relationships between dogs and people through a series of grants to non-profit animal shelters and rescues, community education programs including The Mutt-i-Grees Curriculum, Spay and Neuter campaigns and emergency animal rescue through the Daddy's Emergency Animal Rescue (DEAR) Fund. For more information visit www.millanfoundation.org.

About Kimpton's Hotel Palomar Los Angeles - Westwood

Only minutes away from Rodeo Drive, Beverly Hills and Bel-Air, Kimpton's Hotel Palomar Los Angeles' 19-story building features 264 guestrooms and suites, all of them as effortlessly comfortable as they are luxuriously unique. Stunning views of the Los Angeles city skyline, beautifully designed rooms by Beverly Hills designer Cheryl Rowley, and unparalleled amenities await guests of this Kimpton boutique hotel. Located at 10740 Wilshire Blvd, Los Angeles, CA 90024. For more information, visit www.hotelpalomar.com

About Kimpton Hotels & Restaurants

San Francisco-based Kimpton Hotels & Restaurants, a collection of boutique hotels and chef-driven restaurants in the US, is an acknowledged industry pioneer and was the first to bring the boutique hotel concept to America. Celebrating its 30th anniversary in 2011, Bill Kimpton founded the company in 1981 and today it is well-known for making travelers feel welcomed and comfortable while away from home through intuitive and unscripted customer care, stylish ambience and having a certain playfulness in its approach to programs and amenities. Adjacent to the hotels are locally-loved, top-rated, destination Kimpton restaurants. Kimpton leads the hospitality industry in ecological practices through its innovative EarthCare program that spans all hotels and restaurants. Market Metrix, a recognized authority and leader in feedback solutions, consistently ranks Kimpton above other hotel companies in luxury and upper upscale segments for customer satisfaction. Privately held Kimpton operates 51 hotels and 53 restaurants in 23 cities. For more information visit www.KimptonHotels.com or call 1-800-KIMPTON.

About JetBlue Getaways Vacations

JetBlue's Getaways Vacations product includes the Getaways Best Price Guarantee and an exclusive 24-hour support desk, offering the lowest available price on complete vacation packages including airfare, ground transportation, hotel stays and more. Members of the airline's customer loyalty program, TrueBlue, can also earn six points for every dollar spent on vacation packages, earning reward travel twice as fast. JetBlue Getaways offers vacation packages across 36 destinations throughout the U.S., Mexico, Latin America and the Caribbean. More information can be found at www.jetblue.com/vacations.

About JetBlue Airways

JetBlue Airways, Boston's #1 carrier, 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 64 cities with more than 700 daily flights. Later this year JetBlue plans to introduce service to 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) ***NO PURCHASE OR PAYMENT OF MONEY NECESSARY TO ENTER OR WIN THIS CONTEST. A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCES OF WINNING****. Contest open to legal residents of the 50 United States and the District of Columbia, aged 18 years or older at the time of entry. Odds of winning depend on the number of eligible entries received. Limit one (1) Entry per Twitter account. Void where prohibited. Sweepstakes ends 11:59:59 ET on May 18, 2011. See official rules for complete details and entry instructions. Sponsor: JetBlue Airways, 118-29 Queens Blvd., Forest Hills, NY*

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