Bikes Fly Free on JetBlue! Get Your Inner Tour de France on with VERSUS, Now Showing In-flight for the Eighth Straight Year

Jun 30, 2011

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Bike fees will be waived on all flights this July in celebration of the 2011 Tour de France (a) --

NEW YORK, June 30, 2011 /PRNewswire via COMTEX/ --

For the eight straight year, cycling fans everywhere are invited to join JetBlue Airways (Nasdaq: JBLU) this July to view continuous, live coverage of the 2011 Tour de France in-flight, in partnership with NBC Sports Group and VERSUS, the exclusive television home of the Tour de France in the U.S. To further celebrate this epic race, the airline is also waiving its $50 bike fee for customers traveling throughout the month of July.

(Logo: http://photos.prnewswire.com/prnh/20110404/NY76997LOGO)

"The cycling community is anything but stationary, and in honor of their much-loved sport we are proud to waive all bike fees for traveling fans this July," said Sam Kline, senior analyst of product development for JetBlue Airways. "By offering exclusive in-air coverage of the Tour de France on VERSUS for the eighth straight year, we are giving sports fans even more value when they fly JetBlue."

Beginning Saturday, July 2 at 8 a.m. ET at the grand start from the Passage du Gois in France, the most grueling event in all of sports will air live on VERSUS and on channel 37 of JetBlue's personal seatback televisions, in addition to its signature lineup of 36 channels of DIRECTV programming.

In addition to its home town of New York City, JetBlue jets to some of the biggest cycling cities in the country, including: Austin, Texas; Chicago, Ill.; Denver, Colo.; Portland, Ore.; Richmond, Va.; Rochester, N.Y.; San Diego, Calif.; San Francisco, Calif.; and Seattle, Wash..

About VERSUS

VERSUS, part of the NBC Sports Group, prides itself on super-serving passionate sports fans across all platforms. Now in more than 76 million homes, the network is the cable television home of the National Hockey League (NHL), IZOD IndyCar Series, Tour de France and Professional Bull Riders (PBR). VERSUS also airs NASCAR, NBA, UFC, college football, college basketball and Triple Crown horse racing coverage. The network is also home to the best outdoor programming on television. VERSUS is distributed via cable systems and satellite operators throughout the United States.

About JetBlue Airways

New York-basedJetBlue Airways has created a new airline category based on value, service and style. 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 66 cities with 700 daily flights. Later this year, JetBlue plans to introduce service to St. Thomas and St. Croix, in the U.S. Virgin Islands, and La Romana, Dominican Republic, subject to government approval. 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, 1-801-365-2583, or visit www.jetblue.com.

(a) Bicycles are not accepted on flights to/from the Dominican Republic due to checked baggage size restrictions. Bicycles will be accepted in a hard-sided, padded case designed for bicycles. If not in a hard-sided case, bikes may be accepted with the handle bars secured sideways and the pedals removed and encased in plastic foam, a cardboard box or similar material to prevent damage. JetBlue cannot be liable for lost or damaged bikes.

SOURCE JetBlue Airways

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