BEVO's Birthday Bonanza: JetBlue Airways Salutes the University of Texas Mascot's 95th Birthday With $95 Fares

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-- Book flights between Austin and Fort Lauderdale, Orlando, L.A./Long Beach or San Francisco for just $95 each way at www.jetblue.com/bevobday --

-- In celebration, JetBlue is offering Longhorns fans a chance to win a trip for four to see UT play Kansas on Oct. 29 at www.jetblue.com/GOLonghorns --

NEW YORK, Sept. 12, 2011 /PRNewswire via COMTEX/ --

To celebrate the 95th birthday of BEVO, the Texas Longhorns' mascot, JetBlue Airways (Nasdaq: JBLU), is offering special $95* birthday fares for travel each way between Austin and Fort Lauderdale, Orlando, L.A./Long Beach or San Francisco. Customers must book travel by September 18, 2011 at www.jetblue.com/bevobday for travel Sept. 21 - Nov. 17, 2011*(a)*. As the Official Airline Sponsor of UT Athletics, the airline is also offering Longhorns fans a chance to win a trip for four to see UT play Kansas in Austin on Oct. 29, 2011.

(Photo: http://photos.prnewswire.com/prnh/20110912/NY65857)

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

"BEVO looks fabulous for 95! He doesn't look a day over 94," said Mark Rogers, southwest regional marketing manager at JetBlue. "JetBlue is proud to celebrate BEVO's big day and our partnership with The Longhorns by offering our valued Austin customers this special fare."

To further celebrate the steer's silver celebration, JetBlue's Facebook page will run a contest from Sept. 12 - Oct. 3, 2011*(b)* at www.jetblue.com/GOLonghorns. *One* lucky winner will receive four roundtrip tickets from their nearest JetBlue city to Austin along with hotel accommodations and top-notch seats at the UT vs. Kansas game in the exclusive JetBlue seating area called the JetBlue Airways Landing Zone ARV.

Customers enjoy JetBlue's award-winning customer service and in-flight experience, including all-leather seats with personal seatback TVs and lots of legroom. When traveling between destinations in the continental U.S., customers are treated to 36 channels of free live, DIRECTV programming and more than 100 channels of XM Satellite radio. A selection of JetBlue Features movies are also available for a small fee.

JetBlue has been the official airline sponsor of UT Athletics since 2009. The sponsorship is managed by IMG College, UT's multimedia rights partner.

About IMG College

IMG College is the leading collegiate multimedia, marketing and licensing/brand management company in America representing more than 200 of the nation's top collegiate properties including the NCAA and its 89 championships, NCAA Football, leading conferences, and many of the most prestigious colleges and universities in the country. Headquartered in Winston Salem, N.C., IMG College employs 700 people in nearly 100 offices throughout the U.S. with annual sales of nearly $450 million. IMG College is the leader in capturing consumer devotion to college sports through partnership opportunities in multimedia rights, licensing, events and hospitality, marketing, stadium and arena development, stadium seating solutions, ticketing, sales, and consulting. IMG College produces nearly 30,000 hours of radio programming on the largest sports network in the country, manages nearly 5,000 hours of local television programming, is the leading publisher of college sports publications, and is the largest manager of university athletic websites. IMG College is a division of IMG Worldwide, a global sports, fashion and media business. For more information, please visit www.imgworld.com.

About JetBlue Airways

JetBlue is New York's Hometown Airline(TM) with other focus cities in Boston, Fort Lauderdale, Los Angeles, and Orlando. 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* as well as super-spacious Even More Space 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 650 daily flights and later this year plans to introduce service to Liberia, Costa Rica subject to government approval, St. Croix and St. Thomas in the U.S. Virgin Islands as well as La Romana in the Dominican Republic. 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.

(a) Fares valid until 9/18/11 (the earlier of 11:59 ET or local) for flights between Austin and Fort Lauderdale, Long Beach, Orlando, or San Francisco on Tues., Wed., or Sat. only between 9/21/11 - 11/17/11 (Blackout Dates: 10/6 - 10/11/11); 7-day advance purchase required. Fares valid for new bookings only; subject to availability; may change without notice; must be purchased at time of reservation; and are nonrefundable, nontransferable, and oneway.

Fares do not include Passenger Facility Charges up to $9 each way; September 11th Security Fees up to $5 each way; and Federal Segment Taxes of $3.70 per domestic segment. Fares also do not include $35 second bag fee, fees for oversized/overweight/extra baggage and other fees for products/services sold separately. $15 fee applies to fares (not Award flights) purchased by phone or at a JetBlue ticket office. Taxes/fees must be paid at time of purchase and are subject to change as required by law. Cancellations/changes must be made prior to scheduled departure (otherwise all money for fare is forfeited) by visiting jetblue.com, or calling 1-800-JETBLUE (1-800-538-2583), TTY/TDD 1-800-336-5530. $100 change/cancel fee applies plus any applicable fare adjustment. Cancellations receive JetBlue travel credit, valid for one year. Proper documentation required for boarding. Other restrictions apply; see jetblue.com/about/legal/legal.asp.

(b) NO PURCHASE OR PAYMENT OF MONEY NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES. A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCES OF WINNING. Sweepstakes open to legal residents of the fifty (50) United States or 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. Void where prohibited. Sweepstakes ends October 3, 2011 at 11:59:59 PM EDT. See the official rules for complete details and entry instructions. Sponsor: JetBlue Airways, 118-29 Queens Blvd., Forest Hills, NY 11375.

SOURCE JetBlue Airways

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