# JetBlue Touches Down With Sunday Funday!

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**-- Sports fans traveling through JetBlue's home at New York's JFK Terminal 5 are invited to join the airline's "tailgate," with snacks and one complimentary beer --**

**-- Starting at 6:30 p.m. ET, customers flying JetBlue can munch on complimentary Snyder's Buffalo Wing Pretzels and enjoy their first beer, wine or cocktail for just $1 --**

NEW YORK, Feb. 2, 2012 /PRNewswire via COMTEX/ --JetBlue Airways (Nasdaq: JBLU), the largest domestic carrier out of New York's JFK and Boston, is giving flying football fans a complete pass on Sunday when it kicks off a tailgate party for those traveling through the airline's New York Terminal 5 (T5) at JFK during game time. Customers get the home field advantage, with a chance to watch the game with free snacks and one complimentary beer post-security at the airline's spacious Marketplace *(a)*.

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

The game is JetBlue's largest single viewership event, with more than 50 percent of its customers estimated to tune in on more than 200 scheduled flights. To celebrate, customers flying JetBlue on game day can enjoy in-flight $1 drink specials for the first wine, beer or cocktail starting at 6:30 p.m. ET *(b)* and catch the high-flying fun at 30,000 feet on personal seatback televisions. JetBlue airs more channels of free sports onboard than any airline in the world. In addition to ESPN, ESPN2, ESPNews, ESPNU, GolTV and Speed Channel, the NFL Network was also added to its lineup during the 2011 football season.

"As the largest domestic carrier at both New York's JFK and Boston's Logan we share in our customers' passion as the two hometown teams go head to head. Whether they're on the ground or in the air we have fans covered," said Manager Brand and Partnerships Lisa Borromeo. "And no matter what team you root for, all JetBlue customers are winners on Sunday!"

JetBlue customers enjoy individual channel surfing with 36 channels of free, live television programming, including most major networks, plus more than 100 channels of SiriusXM Radio for free *(c)*, as well as JetBlue Features movies on select routes for a small fee within the US. Movies to Caribbean destinations remain free.

**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 (based on average fleet-wide seat pitch of U.S. airlines) 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 70 cities with 650 daily flights with new service to Dallas/Fort Worth launching later this year. 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) Offer available only to customers who show positive government-issued photo identification with proof of age 21 years or older. Beer selections may be limited. 1 per person. Please drink responsibly.*

*(b) 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.*

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

SOURCE JetBlue Airways

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