JetBlue's 605 Wears Red Sox Colors: First to Sport Major League Baseball Uniform

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JetBlue, official airline sponsor of the Boston Red Sox, unveils an Airbus A320 with Boston Red Sox livery -

BOSTON, Feb. 10, 2012 /PRNewswire via COMTEX/ --Boston's largest carrier and Red Sox Official Airline sponsor JetBlue Airways (Nasdaq: JBLU) today unveiled a custom, Red Sox themed paint scheme on its Airbus A320 at Boston's Logan International Airport. The newly branded aircraft, the first plane to officially tote a Major League Baseball uniform, was revealed by JetBlue's Senior Vice President of Marketing and Commercial Strategy Marty St. George, Boston Mayor Thomas M. Menino, and Red Sox President/CEO Larry Lucchino, together with Red Sox EVP/COO Sam Kennedy, Red Sox Manager Bobby Valentine, team mascot Wally the Green Monster, and hundreds of JetBlue crewmembers. Images of the new design can be seen on JetBlue's blog at http://blog.hellojetblue.com.

(Photo: http://photos.prnewswire.com/prnh/20120210/NY51266)
(Logo: http://photos.prnewswire.com/prnh/20110404/NY76997LOGO)

"The start of baseball season is an exciting time for everyone in the City of Boston, and I am happy to see Boston's largest air carrier joining in as we wish the Red Sox good luck this year," said Mayor Thomas M. Menino.

"We are thrilled that JetBlue has honored our team with this specially painted Red Sox aircraft," said Red Sox EVP/COO Sam Kennedy. "The tribute has added meaning for us this year as we prepare for Spring Training in our new ballpark, JetBlue Park, and as we celebrate Fenway Park's centennial. JetBlue has been a great supporter of our team and brand, and we look forward to continuing to build on our partnership in the coming years, both in Boston and Fort Myers at our new Spring Training home."

"There is a lot of excitement around the Red Sox camp as they prepare for what will surely be another great year in baseball. As the largest carrier in Boston, we're grateful to be a part of the electric energy to have their colors soaring the skies and runways of Boston's Logan," said JetBlue's senior vice-president of marketing and commercial strategy, Marty St. George. "We're proud of our partnership extension agreement signed last year, and have a lot of very exciting things coming up like JetBlue Park in Fort Myers opening later this month. More than a partnership, this is quickly becoming a great friendship that we trust will last for many years to come and bring much joy to Boston fans and our customers in the New England region."

The special Airbus A320 traded its signature blue branding for a gray paint scheme inspired by the classic Red Sox road uniforms complete with blue wing tips and a gray tail featuring the team's iconic dangling red socks. The aircraft also includes a banner commemorating Fenway Park's 100th anniversary alongside the JetBlue and Red Sox logos.

The aircraft officially enters service today with its first flight heading to Fort Myers. Customers on that maiden flight were surprised with Red Sox hats and jerseys on their seats.

JetBlue has been the Official Airline of the Boston Red Sox since 2008. Last year, the airline announced an eight-year extension as the team's Official Airline and the Official Airline of Fenway Park. The centerpiece of the partnership is JetBlue Park, the team's new Spring Training facility in Lee County, FL, to be opened later this month. JetBlue also announced the creation of a new program that will provide Spring Training game tickets to Lee County, FL non-profit groups.

As part of the extension, JetBlue is also a Fenway Park Preservation Partner, making it one of a select group of organizations that will play a key role in helping the Club celebrate its 100th anniversary. JetBlue also sponsors Lindos Suenos, the Red Sox' youth volunteer exchange program in the Dominican Republic, which connects students from Boston and Santo Domingo on community development projects and mentoring.

JetBlue is the largest carrier at Boston Logan International Airport, serving 44 destinations with up to 100 daily flights. Customers traveling through Boston from most destinations may also take advantage of convenient connecting service operated by JetBlue's marketing partner, Cape Air, to fly onward to some of New England's most beautiful destinations including Hyannis, Martha's Vineyard, Nantucket, and Provincetown, Mass., and Rutland/Killington, VT.

About JetBlue Airways

JetBlue Airways, the #1 airline in Boston, 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 70 cities with 700 daily flights. Later this year, JetBlue plans to introduce service to Dallas/Fort Worth. 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.

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