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Stylish Patterns Will Reintroduce a Timeless Fashion to Runways Across the Americas This Fall

NEW YORK, NY -- (Marketwired) -- 09/24/14 -- JetBlue Airways (NASDAQ: JBLU) today announces their newest tailfin pattern "Tartan" to the fleet, reflecting a move of top fashion houses on their own fall runways. Starting with "Bippity Boppity Blue" (N565JB), the pattern will be added to additional aircraft, joining the ranks of JetBlue's nine other iconic and eye-catching tailfins across their fleet of 200 aircraft.

"Design plays such an integral part in our story," says Lisa Borromeo, JetBlue Director of Brand Management and Advertising, "While others may push revamped logos or disorienting paint schemes, we feel it's important to build a visual language as we grow. Our tailfin patterns will always reflect a fresh style, with a timeless appeal that is core to who we are as a brand."

Tartan is JetBlue's second nod to the timeless Gaelic fashion. While 2003's Plaid design has been retired, with clean, bold lines, a dash of green, and worn at a decidedly jaunty angle, Tartan is an updated statement on JetBlue's evolution also seen in the uniform refresh this summer; a proud acknowledgement of their history, with a confident readiness to carry forward into their future.

Look for JetBlue's Tartan tails to grace runways this fall, and showcase a timeless style well into the future.

About JetBlue Airways

JetBlue is New York's Hometown Airline™, and a leading carrier in Boston, Fort Lauderdale/Hollywood, Los Angeles (Long Beach), Orlando, and San Juan. JetBlue carries more than 30 million customers a year to 86 cities in the U.S., Caribbean, and Latin America with an average of 850 daily flights. Flights to Curaçao will launch on December 2, 2014; subject to receipt of government approval. With JetBlue, all seats are assigned, all fares are one-way, an overnight stay is never required and the first checked bag is free (subject to weight and size limits and exceptions for itineraries including flights marketed or operated by other airlines). For more information please visit JetBlue.com.

The following files are available for download:

- Tartan
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