JetBlue Celebrates 15-Year Anniversary With New Livery

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JetBlue Unveils Bluemanity, First Livery Dedicated to Crewmembers

NEW YORK, NY -- (Marketwired) -- 02/17/15 -- JetBlue Airways (NASDAQ: JBLU) today unveiled its newest unique plane design, dedicated to JetBlue's 16,000 crewmembers, and emblazoned with the values they share as they go above and beyond every day inspiring humanity. The salute comes as JetBlue celebrates 15 years this month of forging a uniquely contrarian path in air travel, originating with the same values that define the airline today.

The new livery, which has been applied to a JetBlue Airbus A320, features a word cloud of JetBlue's mission of "Inspiring Humanity" and the core values that continue to set it apart: Safety, Caring, Integrity, Passion and Fun.

"In all our JetBlue cities, there are amazing stories of crewmembers going above and beyond to help our Customers and one another," said Mike Elliott, senior vice president, people. "This plane with our values proudly displayed across the fuselage is a tribute to all JetBlue crewmembers, the best in the industry, who take our mission to inspire humanity and make it real every day."

Bluemanity joins JetBlue's fleet of 206 aircraft immediately, and flies as a symbol of appreciation to all those crewmembers who will ever touch it as it makes its way across our network.

Design Inspired by Jaelyn

The idea to honor crewmembers was inspired by a story that demonstrates JetBlue's unique culture in action. In 2013, several crewmembers in Tampa stepped up to help the young granddaughter of one of their own who was facing a life-threatening heart condition called myocarditis. After Tech Ops crewmembers across the network held a fundraiser, $3,000 of the funds were stolen from a crewmember's car. The event moved the entire community to rally around the little girl on her journey to a new heart.

Next to the forward door of the aircraft, every customer who boards will see the symbol "Design Inspired by Jaelyn." The emblem serves as a dedication to little Jaelyn, her new heart, and the crewmembers and their families who made it possible.

Continuing a contrarian model

Since JetBlue inaugurated service between New York's John F. Kennedy International Airport (JFK) and Fort Lauderdale-Hollywood, Fla., with two daily nonstop flights on Feb. 11, 2000, it quickly became known for its differentiated customer-focused approach, disrupting the traditional airline model during a difficult period for legacy airline carriers.

Today, JetBlue operates more than 825 daily flights to 87 destinations across the United States, the Caribbean, and Central and South America with a fleet of more than 200 aircraft, and continues to challenge industry standards. JetBlue offers the most legroom of any airline in coach(a), free seatback entertainment, unlimited free snacks and free Fly-Fi broadband internet. Even with these features, the airline recognizes the most powerful differentiator is the dedicated individuals who support their customers every day with safety, caring, integrity, passion, and fun.

Video and photography are available for media at mediaroom.jetblue.com.

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 32 million customers a year to 87 cities in the U.S., Caribbean, and Latin America with an average of 825 daily flights. Upcoming destinations include Cleveland on April 30; Reno-Tahoe, Nev. on May 28; and Grenada on June 11, 2015 (subject to receipt of government operating authority). For more information please visit jetblue.com.

(a) *JetBlue offers the most legroom in coach, based on average fleet-wide seat pitch for U.S. airlines.*

The following files are available for download:

- Bluemanity Tail
- Bluemanity

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