JetBlue Appoints Steve Priest Vice President, Structural Programs

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NEW YORK, NY -- (Marketwired) -- 08/10/15 -- JetBlue (NASDAQ: JBLU), New York's Hometown Airline™ today announced the appointment of Steve Priest to the role of Vice President, Structural Programs. Priest joins JetBlue effective today and will report to JetBlue's Chief Financial Officer, Mark Powers.

In his new role, Priest will be responsible for leading many of JetBlue's large-scale strategic and structural initiatives. He will play a critical cross-functional role assisting the company in identifying new opportunities to drive key structural improvements and greater efficiency while balancing the needs of its customers and crewmembers. Priest will also have oversight of Fleet Programs, Continuous Improvement and Strategic Sourcing.

"With Steve's considerable cross-functional experience across multiple geographies he is an ideal leader to help us execute our major structural and strategic initiatives," said Powers. "We intend to deliver on our commitment to improve efficiency and shareholder returns and I am very pleased to have Steve supporting us in these ongoing efforts."

"I'm delighted to join JetBlue and step into this exciting new role," said Priest. "I look forward to working with JetBlue's crewmembers to continue building upon the airline's industry leadership."

Priest comes to JetBlue from British Airways, where he served most recently as Senior Vice President responsible for the carrier's transatlantic joint business with American Airlines, Iberia, and Finnair. Over the span of a nearly 20-year career with BA, he held a variety of leadership roles in strategy and planning, commercial, finance, and operations in London, New York, and Paris.

He is a graduate of the Manchester Business School at the University of Manchester.

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 90 cities in the U.S., Caribbean, and Latin America with an average of 875 daily flights.

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