

# JetBlue Airways Unveils the JetPaws(TM) Pet Program, Featuring Travel Pettiquette(TM) for Four-Legged Jetters and Extra TrueBlue Points for Pets

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- A custom-made pet carrier co-designed by New York icon Cindy Adams, founder of Jazzy Park Avenue Dog products, now available on

[www.jetblue.com/jetpaws](http://www.jetblue.com/jetpaws) -

- Now through Dec. 30, customers can enter the 'JetBlue Pet Look-Alike' photo contest (a) for a chance to win a trip for two to a top pet-friendly destination -

NEW YORK, Dec. 15 /PRNewswire-FirstCall/ -- Pet fur-iendly JetBlue Airways (Nasdaq: JBLU) today unveils JetPaws(TM), an exclusive new in-cabin program designed to provide pet owners with helpful Travel Pettiquette guidelines, which outline the social graces of jetting with small dogs and cats. As part of the new program, customers will also receive two bonus award points for each flight through JetBlue's TrueBlue customer loyalty program, helping two-legged customers earn free travel faster when traveling with Fido or Fluffy.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20081215/NY52187>)

In addition, JetBlue also announces the creation of a unique, custom-made pet carrier and separate travel kit co-designed by Cindy Adams, celebrated New York Post columnist, ASPCA board member and founder of Jazzy Park Avenue Dog products. The carrier is now available for purchase online at ShopBlue for \$45. The kit, which includes a pet blanket, rubber bone and travel dish, is also available online. More information about the new program and how to purchase the new pet carrier and kit can be found at [www.jetblue.com/jetpaws](http://www.jetblue.com/jetpaws).

"With more than 80,000 pets traveling on JetBlue each year, the JetPaws program is designed to make traveling with pets smooth from start to finish, offering valuable TrueBlue points along the way," said Kim Ruvolo, Brand Manager of JetBlue Airways. "We are excited to partner with New York City icon Cindy Adams, who brings her sense of style and fun to the design of our exclusive new pet carrier."

"Traveling is a big part of my life and my work and I always love bringing my sweet babies Juicy and Jazzy along when I can," said Cindy Adams, founder of Jazzy Park Avenue Dog products. "That is why JetBlue and I partnered together to make traveling with your pet more fun and easy. It's refreshing to partner with an airline so dedicated to customer service, even when it comes to pets."

Other JetPaws program elements include a special welcome email for pet owners within one week of their booking and complimentary access to a downloadable e-booklet highlighting pet-friendly hotels, restaurants, parks and animal hospitals in some of JetBlue's top cities, including: Boston; Fort Lauderdale; Las Vegas; Long Beach/L.A.; New York; Orlando; San Francisco; and Washington, D.C.

To celebrate the launch of JetPaws, today through December 30, 2008, the value airline is hosting the 'JetBlue Pet Look-Alike' photo contest (a) on [www.jetblue.com/jetpaws](http://www.jetblue.com/jetpaws), where customers can find information on how to submit their favorite resemblance photo of them and their pet. One photo can be submitted per email address along with the pet and owner's first and last name. JetBlue will post the top submissions on the Web site during the contest and judging will take place from December 31, 2008 to January 9, 2009 by the airline's crewmembers, who will vote on the top five photos. The grand prize winner will receive roundtrip travel for two to any of the airline's 51 destinations, and four runner-ups will receive the JetPaws Pet Carrier and Pet Travel Kit (a).

JetBlue accepts up to four small cats or dogs in the cabin of the aircraft on both domestic and international flights. The combined weight of the pet and carrier may not exceed 20 pounds. Only one pet is allowed per customer and the pet carrier does count as one personal carry-on item. For the safety and comfort of all customers, pets must remain in a closed carrier at the airport and in-flight for the entire duration of the trip. To book a pet, customers must call our reservations team at 1-800-JETBLUE.

New York-based JetBlue Airways 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 is now pleased to offer customers Lots of Legroom and super-spacious Even More Legroom seats. JetBlue introduced complimentary in-flight e-mail and instant messaging services on aircraft "BetaBlue," a first among U.S. domestic airlines. 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](http://www.jetblue.com/promise) for details. JetBlue serves 51 cities with 600 daily flights. With JetBlue, all seats are assigned, all travel is ticketless, all fares are one-way, and an overnight stay is never required. For information or reservations call 1-800-JETBLUE (1-800-538-2583) or visit [www.jetblue.com](http://www.jetblue.com).

(a) JetBlue is launching a "JetPaws Pet Look-Alike" photo contest, inviting customers to share submit photos showing how much they and their pets look

alike. To enter, each customer should submit a still photograph of themselves with their pet, or one photo of themselves and one of their pet, via email to [jetpaws@jetblue.com](mailto:jetpaws@jetblue.com) between December 15 and December 30. JetBlue will post its 50 favorite photos at [www.jetblue.com/jetpaws](http://www.jetblue.com/jetpaws), and JetBlue crewmembers will vote on their favorite photos. Based on the crewmember votes, the top photographer will receive a JetBlue Getaways vacation package, including hotel and airfare to any JetBlue Getaways Destination. Some restrictions apply: see [www.jetblue.com/jetpaws](http://www.jetblue.com/jetpaws) for Official Rules.

This press release contains statements of a forward-looking nature which represent our management's beliefs and assumptions concerning future events. Forward-looking statements involve risks, uncertainties and assumptions, and are based on information currently available to us. Actual results may differ materially from those expressed in the forward-looking statements due to many factors, including, without limitation, our extremely competitive industry; increases in fuel prices, maintenance costs and interest rates; our ability to implement our growth strategy, including the ability to operate reliably the EMBRAER 190 aircraft and our new terminal at JFK; our significant fixed obligations; our ability to attract and retain qualified personnel and maintain our culture as we grow; our reliance on high daily aircraft utilization; our dependence on the New York metropolitan market and the effect of increased congestion in this market; our reliance on automated systems and technology; our being subject to potential unionization; our reliance on a limited number of suppliers; changes in or additional government regulation; changes in our industry due to other airlines' financial condition; and external geopolitical events and conditions. Further information concerning these and other factors is contained in the Company's Securities and Exchange Commission filings, including but not limited to, the Company's 2007 Annual Report on Form 10-K and Quarterly Reports on Form 10-Q. We undertake no obligation to update any forward-looking statements to reflect events or circumstances that may arise after the date of this release.

SOURCE JetBlue Airways

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