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JetBlue Named Official Airline of the Long Beach International Marathon
Dominant Long Beach Carrier Agrees to Multi-Year Association with Southern
California's Premier Fall Racing Event

Long Beach, CA – Wednesday, March 9, 2005. Long Beach based International City Racing is pleased to announce a new multi-year partnership between JetBlue Airways and the Long Beach International Marathon. JetBlue will serve as the *Official Airline of the Long Beach International Marathon*, Southern California's premier fall racing event. JetBlue's sponsorship will commence with the 2005 race, the 21st annual Long Beach International Marathon, scheduled for October 16.

As the marathon's "marketing partner," JetBlue will receive traditional event branding, advertising, promotional, and hospitality benefits. The rapidly-growing event attracts race participants predominantly from Southern California where JetBlue services both Long Beach and Burbank (begins May 24) airports. "JetBlue is proud to be a major sponsor of the Long Beach Marathon," said Tracy Sandford, JetBlue Marketing Director. "Our perpetual commitment to the community is our highest priority so the decision to back the Marathon was an easy one. The event will also allow us to promote our easy and non-stop service from Long Beach to New York, Boston, Washington DC, Las Vegas, Salt Lake City, Oakland, and Fort Lauderdale."

The race event will benefit from JetBlue's aggressive marketing programs in the key Southern California market including on-site promotion at airports and on the carrier's popular web-site www.jetblue.com

"The Long Beach International Marathon is thrilled to have one of the nation's top brands and premier airline JetBlue join our sponsor family," said Bob Seagren, ICR's CEO and Olympic

gold medalist.

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About the Long Beach International Marathon: An estimated 15,000 plus competitors from across the nation and over 20 foreign countries are again expected to participate in the 21st Long Beach International Marathon, Half-Marathon, Inline Marathon (both professional and recreational division), Marathon Bike Tour and 5K Run / Walk on Sunday, October 16th. The Convention Center in Long Beach hosts the 2-day Health & Fitness Expo with over 30,000 expected to attend. Additionally, approx. 30,000 will attend the Beach Party Finish Line Festival on the Marina Green on Shoreline Drive. The event has by grown by over 25% each year over the past five years and is the premier Fall Marathon in Southern California.

About JetBlue: JetBlue is a low-fare, low-cost passenger airline, which provides high-quality customer service. JetBlue operates a fleet of 71 new Airbus A320 aircraft and plans to add 13 additional A320s and 7 Embraer E190s to its fleet in 2005. Based at New York City's John F. Kennedy International Airport, JetBlue currently operates 292 flights a day and serves 30 destinations in 12 states, Puerto Rico, the Dominican Republic and The Bahamas.

About ICR: Led by CEO and Olympic Gold Medalist Bob Seagren, International City Racing, Inc (ICR) specializes exclusively in the development, management and implementation of road racing, endurance and fitness events. ICR properties include the Long Beach International City Bank Marathon and the National Rivalry Run Series, (a series of 5K Fun Run between students, alumni and fans of rival universities).

For more information on the 21st Anniversary Long Beach International Marathon, visit the website www.runlongbeach.com or call 562-728-8829.

For information on sponsorship of the Long Beach International Marathon, call Premier Partnerships: **Todd Parker** at 203-557-3093 or **Chris Pepe** at 310-551-1777 x13