



Where Your Wine Country Experience Begins...

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WineCountry.com™ and JetBlue Airways® Team Up to Showcase California's Incomparable Wine Country

Napa, Calif. (May 29, 2007) – Beginning today, travelers have a new way to get to California's wine country. Coinciding with the introduction of JetBlue's new service to San Francisco International Airport, which began on May 3, 2007, WineCountry.com and JetBlue have teamed up to offer *Fly Away to Wine Country*, a consumer contest featuring two extraordinary wine country getaways. Now through June 15, visitors to the JetBlue site can register to win one of WineCountry.com's "Exclusive Experiences" in the wine regions of Napa Valley and Sonoma. For details, travelers should log on to www.WineCountry.com or www.JetBlue.com/winecountry.

"With the introduction of non-stop JetBlue service to San Francisco from New York, Boston and soon to be Salt Lake City, getaways to wine country are more accessible and affordable than ever," says Heidi Paul, Co-Founder of WineCountry.com. "We are excited to partner with JetBlue to showcase the best that wine country has to offer."

The *Fly Away to Wine Country* contest features two WineCountry.com *Exclusive Experiences*:

- **VIP Grand Access Wine Escape in Napa Valley**, including two round-trip JetBlue travel vouchers each good for one passenger to travel between any JetBlue destinations; one night stay in the Villagio Inn and Spa; and one full-day Napa Valley wine tour via chauffeur-driven 1947 Packard limousine convertible.
- **Ultimate Sonoma Valley Wine Country Tour**, including two round-trip JetBlue travel vouchers each good for one passenger to travel between any JetBlue destinations; two night stay at Sonoma's MacArthur Place Inn & Spa and a Beau Tours six-hour wine tour for two via limousine.

The WineCountry.com site features a continuously updated collection of *Exclusive Experiences* from many of the wine and travel industries' premier purveyors.

JetBlue offers four daily flights to New York City and one daily flight to Boston from San Francisco International Airport. Beginning July 27, the airline will add additional daily service to Salt Lake City.

A trusted authority on wine country travel and lifestyle in 12 California regions (Napa, Sonoma, Lake County, Mendocino County, Lodi, Gold Country, Livermore, Monterey County, Santa Cruz, SLO/Paso Robles, Santa Barbara and Temecula), as well as Oregon and Virginia, WineCountry.com has been the web's one-stop source for information on topics ranging from wine-related travel, events and dining to the most sought after tasting rooms and tours.

Established in 1994, WineCountry.com was an immediate Internet hit, quickly attracting an impressive list of Napa Valley and Sonoma wineries among its early and enthusiastic clientele. Today, the site is the largest "niche" portal of its type, providing focused information and services for the consumer who seeks to stay informed on all manner of wine and culinary tourism topics. For more information, call 707.265.1835 or log on at www.WineCountry.com

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 the most legroom throughout coach (based on average fleet-wide seat pitch for U.S. airlines). JetBlue is also America's first and only airline to offer its own Customer Bill of Rights, with meaningful compensation for customers inconvenienced by service disruptions within JetBlue's control. Visit www.jetblue.com/promise for details. JetBlue serves 54 cities with up to 575 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.

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