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FOR MORE INFORMATION:

Matt Nerzig, 212-539-2882/917-584-0787

Lynsey Kryzwick, 212-388-3696

FOR IMMEDIATE RELEASE

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LOCAL 32BJ LAUNCHES ‘CUSTOMER AWARENESS’ AD CAMPAIGN ABOUT JETBLUE AIRWAYS

Multi-Media New York Area Campaign to Include TV, Taxis, Internet & Billboards

New York, NY – More bad news is on the way for Jet Blue as Local 32BJ today launched a multi-media ad campaign challenging the airline's continued use of a questionable security contractor at John F. Kennedy International Airport (JFK).

"Failing to raise security standards at airports after 9/11 is irresponsible and unacceptable," said Local 32BJ Executive Vice President Kevin Doyle. "Jet Blue should do right by public safety by using a contractor that upholds the highest standards."

The union's ad campaign focuses on Jet Blue's security contractor, Summit Security, which employs some eighty security officers at Jet Blue's hub at JFK. Summit security officers at JFK get paid about \$10 an hour and receive minimal benefits and training. New York State requires just 16 hours of pre-employment security training.

"To neglect security officers after 9/11 is an outrage, said Edwards Winslow, Summit Security Officer at JFK. "But to neglect security officers at JFK airport is shocking."

In a letter dated October 22 to Jet Blue CEO David Barger, Local 32BJ expressed concerns about Summit Security's tainted track record – including a 2002 Department of State audit showing Summit employed unregistered security officers. The letter also flags a case involving four women who approached the *New York Post* in February with sexual harassment claims by Summit and Summit clients. In addition, the National Labor Relations Board is investigating charges that Summit supervisors at Fordham University, a Summit client, illegally retaliated against a Summit officer for his union activity.

With no response from Jet Blue to the letter, the union decided to take their campaign public by unveiling an ad campaign that in its initial stage includes cable TV broadcast, Internet and billboard ads as well as ads in more than 1,000 New York City cabs.

“Summit Security has stubbornly resisted Local 32BJ's citywide campaign to raise industry standards -- a campaign supported by responsible business leaders and many elected officials,” said Doyle.

“Together with our partners in the real estate community, we launched the New York Safe and Secure program, a 40-hour training course for security officers in commercial office buildings that has been endorsed by Mayor Bloomberg and Police Commissioner Kelly.”

With more than 85,000 members, including more than 60,000 in New York City, Local 32BJ is the largest private section union in New York.

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