DIRECTV To Launch VH1 Classic, Nickelodeon/Nick at Nite and TV Land Aboard JetBlue Airways

Nov 15, 2002

DIRECTV To Launch VH1 Classic, Nickelodeon/Nick at Nite and TV Land Aboard JetBlue Airways
NOTE TO MEDIA: Multimedia assets available

Photos are available at URL: http://www.businesswire.com/cgi-bin/photo.cgi?pw.111502/bb2 http://www.businesswire.com/cgi-bin/photo.cgi?pw.111502/bb2a

NEW YORK & EL SEGUNDO, Calif.--(BUSINESS WIRE)--Nov. 15, 2002-- JetBlue passengers can now enjoy new music, added kids programming and classic TV options while flying.

DIRECTV Inc., MTV Networks, a division of Viacom Inc. (NYSE:VIA and VIA.B) and JetBlue Airways (NASDAQ: JBLU), announced today that they have launched VH1 Classic, Nickelodeon/Nick at Nite and TV Land on the DIRECTV AIRBORNE(TM) service aboard all JetBlue flights.

MTV Networks is recognized in all facets of pop culture for its pioneering of new forms of television. VH1 Classic, Nickelodeon/Nick at Nite and TV Land each deliver original content that has attracted passionate and loyal customers worldwide.

"It's exciting to be the first airline to ever provide its customers with real-time broadcasts of VH1 Classic, Nickelodeon/Nick at Nite, and TV Land," said David Neeleman, JetBlue's CEO. "And to be the only carrier in the world providing up to 24 channels of DIRECTV programming free of charge remains a special honor."

"We are thrilled to be able to offer three great channels to JetBlue's customers," said Nicole Browning, president, Affiliate Sales and Marketing for MTV Networks. "JetBlue and DIRECTV are terrific partners for MTV Networks, in that they share our consumer-first attitude and spirit of innovation."

"With renowned programmers like MTV Networks joining our DIRECTV AIRBORNE lineup, we continue to prove the importance and impact that personal inflight entertainment is having on the airline industry," said Michael Thornton, senior vice president, Programming Acquisitions, DIRECTV, Inc. "The addition of VH1 Classic, Nickelodeon/Nick at Nite and TV Land enables DIRECTV to offer JetBlue passengers the same comfort and control of watching TV at home, while traveling in the air."

Launched in May 2000, VH1 Classic is a 24-hour network that presents music videos, concerts and music specials featuring classic rock, soul and pop artists from the 60s, 70s and 80s. Featured artists include The Beatles, The Stones, Tina Turner, Led Zeppelin, Marvin Gaye, The Who, Stevie Wonder, The Police and many more.

Reigning as the number one basic cable network for seven consecutive years, Nickelodeon is home to the best and most beloved shows in all of television including animation, live action, and news programming for kids. The network's roster of hits includes SpongeBob SquarePants, Rugrats, The Adventures of Jimmy Neutron, All That, The Brothers Garcia and preschool hits such as Blues Clues, Dora the Explorer and Little Bill. Nick at Nite, Nickelodeon's evening and overnight programming block, presents modern classic TV hits including shows such as The Cosby Show, Cheers, All in the Family and Family Ties.

TV Land is television's only 24-hour home of Classic TV. The networks' broad mix of sitcoms, dramas, westerns and original programming has made the network the highest rated non-news channel launched since 1996. TV Land's schedule includes some of the most popular and beloved shows from the history of television including: The Andy Griffith Show, The Brady Bunch, The Honeymooners, TV Land Legends: The 60 Minutes Interviews and Inside TV Land, the network's recurring series that takes viewers behind-the-scenes to explore popular television shows and topics.

DIRECTV AIRBORNE is the DIRECTV programming service for commercial airlines delivered through the LiveTV(TM) in-flight entertainment system. JetBlue is the only commercial airline in the world that offers the DIRECTV AIRBORNE service free of charge at every seat(a).

In addition to VH1 Classic, Nickelodeon/Nick at Nite and TV Land, DIRECTV AIRBORNE features a wide array of programming, including WNBC, CNBC, MSNBC, ESPN, ESPN2, ESPNEWS, ESPN Classic, CNN Headline News, The Weather Channel, The Travel Channel, Home and Garden TV, The Food Network, Game Show Network, A&E, Telemundo, The History Channel, Discovery Channel, Discovery Kids Channel, The Learning Channel, Animal Planet, CourtTV, Boomerang, which features classic cartoons from the Cartoon Network, and DIRECTV's Freeview events, which include music concerts by well-known artists such as Bon Jovi.

About JetBlue

JetBlue is a low-fare, low-cost passenger airline that provides high-quality customer service. Since launching operations in February 2000, the airline has served more than nine million passengers. JetBlue operates a fleet of 32 new Airbus A320 aircraft and is scheduled to take delivery of another four new A320s by the end of 2002. All JetBlue aircraft are outfitted with roomy all-leather seats each equipped with free live satellite television, offering up to 24

channels of DIRECTV(R) programming at every seat(a). With JetBlue, all seats are assigned, all travel is ticketless, all fares are one-way, and a Saturday night stay is never required. For more information, schedules and fares, please visit www.jetblue.com or call JetBlue reservations at 1-800-JETBLUE (538-2583).

(a)DIRECTV(R) service is not available on flights between New York City and San Juan, Puerto Rico.

About MTV Networks

MTV Networks, a unit of Viacom International Inc. (NYSE: VIA, VIA.B), owns and operates the cable television programming services MTV: Music Television, MTV2, Nickelodeon/Nick at Nite, TV Land, VH1, CMT: Country Music Television, and TNN, as well as The Digital Suite from MTV Networks, a package of thirteen digital services, all of which are trademarks of MTV Networks. MTV Networks also operates and offers joint ventures, licensing agreements and syndication deals whereby its programming can be seen worldwide.

About DIRECTV

DIRECTV is the nation's leading digital satellite television service provider with more than 11 million customers. DIRECTV, the Cyclone Design logo and DIRECTV AIRBORNE are trademarks of DIRECTV, Inc., a unit of Hughes Electronics Corporation. HUGHES is the world's leading provider of digital television entertainment, broadband services, satellite-based private business networks, and global video and data broadcasting. The earnings of HUGHES, a unit of General Motors Corporation, are used to calculate the earnings attributable to the General Motors Class H common stock (NYSE: GMH). Visit DIRECTV on the World Wide Web at DIRECTV.com.

Photos are available at URL: http://www.businesswire.com/cgi-bin/photo.cgi?pw.111502/bb2 http://www.businesswire.com/cgi-bin/photo.cgi?pw.111502/bb2a

CONTACT:

JetBlue Airways
Gareth Edmondson-Jones, 718/286-7941
gareth.edmondson-jones@jetblue.com
or
DIRECTV, Inc.
Robert Mercer, 310/964-4683
rgmercer@directv.com
or
MTV Networks
Jeanine Smartt, 212/846-7437
jeanine.smartt@mtvstsaff.com

Powered by SITECORE