LiveTV Installs 100th In-flight Satellite TV System

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ORLANDO, Fla.--(BUSINESS WIRE)--Sept. 28, 2004-- Milestone Achieved with the Outfitting of 24 Channels of Bell ExpressVu, Digital Video Server, and Wireless Link on a WestJet 737-700

LiveTV, a wholly owned subsidiary of JetBlue Airways Corporation (NASDAQ:JBLU), and the world's largest provider of satellite delivered entertainment to commercial aircraft, completed installation of the LiveTV in-flight satellite television system on its 100th aircraft, a WestJet 737-700 tail number 220.

LiveTV was the first company to provide in-seat satellite television to commercial airlines, launching its DIRECTV(R) service on low-fare carrier JetBlue Airways in 2000. Today more than 14,500 airline seats are equipped with LiveTV's system, providing the At Home In The Air(TM) entertainment experience to more than 70,000 travelers every day.

LiveTV expects to be providing entertainment on over 400 aircraft within the next two years.

"Our dedicated crewmembers and business partners have done an outstanding job of supporting the continued growth of our low-cost customers Frontier Airlines, JetBlue Airways and WestJet," said Glenn Latta, Vice President of LiveTV. "With our home base in Florida, the 100th installation was particularly challenging for our team given the impact of Hurricanes Charley and Frances on our operations."

Since the launch of DIRECTV(R) on JetBlue four years ago, LiveTV has expanded its product and service offerings to include up to 36 channels DIRECTV(R), Digital Video Servers for on-board movies and custom content, Cabin Surveillance Systems, and the Wireless Aircraft Data Link System.

In addition, this fall, LiveTV will debut the most innovative audio service ever provided with the launch of its XM Satellite radio system with up to 100 channels of music, news, sports, information and entertainment on both AirTran Airways and JetBlue Airways.

LiveTV provides turnkey entertainment solutions including design, installation, maintenance, certification, programming, and wireless services to low cost airlines. LiveTV is currently certified on the Airbus A318, A319, A320, Boeing 737-700, and DC9.

About LiveTV

LiveTV is an innovative provider of in-flight entertainment products and services such as DIRECTV(R), Bell ExpressVu, XM Satellite Radio, wireless aircraft data link services, cabin surveillance systems for commercial aircraft. LiveTV is the largest provider of satellite TV systems to commercial airlines. The LiveTV system includes individual seatback monitors at every seat, armrest mounted channel, brightness, and volume controls that allow passengers to select from up to 36 channels of satellite programming. LiveTV is a wholly owned subsidiary of JetBlue Airways Corporation (NASDAQ JBLU). For more information, visit LiveTV on the World Wide Web at www.livetvifs.com.


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CONTACT: JetBlue Airways Corporation
         Investor Relations:
         Amy Carpi, 203-656-7651
         Amy.carpi@jetblue.com
         or
         Corporate Communications:
         Gareth Edmondson-Jones, 718-709-3089
         Gareth.edmondson-jones@jetblue.com

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