LiveTV and JetBlue Airways Celebrate the Opening of LiveTV's New Facility at Orlando International Airport

Apr 26, 2005

LiveTV and JetBlue Airways Celebrate the Opening of LiveTV's New Facility at Orlando International Airport
ORLANDO, Fla., April 26, 2005 (PRIMEZONE) -- LiveTV(tm), an innovative provider of in-flight entertainment products and services and JetBlue Airways (Nasdaq:JBLU), a low-fare, low-cost passenger airline and parent company of LiveTV, celebrate the opening of LiveTV's newest hangar at the Orlando International Airport.

The hangar, which originally broke ground on May 27, 2004, is approximately 100,000 square feet and is designed to hold three narrow-body aircraft. The hangar is located on approximately 15 acres of land (with room for future expansion) leased from Greater Orlando Aviation Authority (GOAA). The hangar is approximately 300 feet wide and 225 feet deep and 70 feet high at its highest point and contains slightly over 100,000 square feet total floor area. The hangar contains two concrete aircraft hardstand positions on the apron in front of the hangar and connects to the airport taxiway/runway system by taxi lane "Y" which was constructed by GOAA.

Tishman Construction Corporation served as owner's representative to JetBlue for the construction of the LiveTV Hangar, overseeing the design/build contractor, Hensel Phelps Construction Company and Carter & Burgess. The planning Architect/Engineer was McClier.

LiveTV, which was founded in 1998, was the first company to provide in-seat satellite television to commercial airlines. It provides turnkey entertainment solutions including design, installation, maintenance, certification, programming, and wireless services to low cost airlines. LiveTV has products currently certified on the Airbus A318, A319, A320, Boeing 737-700, Boeing 717 and DC9 aircraft. LiveTV's current products and services include: in-seat audio; in-seat video; digital video servers for on-board movies and custom content; DIRECTV(tm); BellExpressVu; XM Satellite Radio; wireless aircraft data link services; cabin surveillance systems for commercial aircraft. Live TV's satellite TV system includes individual seatback monitors, armrest mounted channel, brightness, and volume controls that allow passengers to select up to 40 channels of video programming and 100 channels of audio programming. LiveTV currently services U.S.-based low-fare passenger airlines: JetBlue Airways, Frontier Airlines, AirTran Airways, Canadian-based airline, WestJet and soon Australian-based Virgin Blue. As of April 2005 a total of 172 aircraft have been installed with a satellite TV or satellite radio systems and more than 25,000 airline seats are equipped with LiveTV's systems, providing the At Home In The Air(tm) entertainment experience to more than 80,000 travelers every day.

"Less than two years ago, I joined JetBlue to announce the location of its new LiveTV facility in Florida," said Governor Jeb Bush. "Within this new facility, among the world's most cutting-edge airlines will be fitted with popular, personalized entertainment systems, and I thank JetBlue and LiveTV for choosing Florida to realize this exciting venture."

"JetBlue continues to be a leader not only in customer service and high technology, but also providing in-flight conveniences for their passengers and at the same time succeeding with a positive bottom line," said John L. Mica, Chairman of the House Subcommittee on Aviation, U.S. Rep. (R-7th, FL).

"The opening of LiveTV's hangar represents new good-paying jobs and new investment in our community, which will lead to additional jobs and investment," said Orange County Mayor Rich Crotty. "It also represents the new economy of Central Florida, where companies that support the travel and tourism industry also are the high-tech companies that will be driving our economy."

"The opening of the LiveTV Hanger not only represents the expansion of a dynamic corporation in our community, but sets the stage for additional growth on the east side of Orlando International Airport," says Ray Gilley, President and CEO of the Metro Orlando Economic Development Commission. "With a marquee company such as JetBlue signaling success in Central Florida, we are confident that other hangers will follow. We welcome the opportunity to grow and prosper along with JetBlue."

"We're very excited to have this world-class space to accommodate up to three aircraft simultaneously. This will allow us to provide expanded products and services to our customer and is a tribute to our dedicated crewmembers and business partners in supporting our growth," said Glenn Latta, Vice President of LiveTV.

JetBlue is a low-fare, low-cost passenger airline, which provides high-quality customer service. JetBlue operates a fleet of 73 new Airbus A320 aircraft and plans to add 11 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 318 flights a day and serves 29 destinations in 12 states, Puerto Rico, the Dominican Republic and The Bahamas. JetBlue plans to commence new service from JFK to Portland, OR on May 17, and to Burbank, CA on May 24.

All JetBlue aircraft feature roomy leather seats; all equipped with an in-seat digital entertainment system offering up to 36 channels of free DIRECTV(r) programming. On many flights, a selection of first-run movies and bonus features from FOX InFlight Premium Entertainment may be available (See note).

With JetBlue, all seats are assigned, all travel is ticketless, all fares are one-way, and an overnight 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), 1-888-538-2583 if calling from Puerto Rico, or 1-200-9898 if calling from the Dominican Republic. This press release, as well as past press releases, can be found on www.jetblue.com.

Note: DIRECTV(r) service is not available on flights between JFK and Puerto Rico or the Dominican Republic; however, where available, FOX InFlight Premium Entertainment is offered complimentary on these routes.

This press release contains statements of a forward-looking nature which represent our management's beliefs and assumptions concerning future events. Forward-looking statements involve risks, uncertainties and assumptions and are based on information currently available to us. Actual results may differ materially from those expressed in the forward-looking statements due to many factors, including without limitation, our extremely competitive industry, our ability to implement our growth strategy including the integration of the Embraer E190 aircraft into our operations, our significant fixed obligations, our ability to maintain our culture, our reliance on high daily aircraft utilization, increases in maintenance costs, fuel prices, insurance costs and interest rates, our dependence on the New York market, our reliance on automated systems and technology, our reliance on sole suppliers, additional government regulation and future acts of terrorism or the threat of such acts or escalation of U.S. military involvement overseas. Information concerning these and other factors is contained in the Company's Securities and Exchange Commission filings, including but not limited to, the Company's 2004 Annual Report on Form 10-K. We undertake no obligation to update any forward-looking statements to reflect events or circumstances that may arise after the date of this release.

The JetBlue logo is available at: http://media.primezone.com/prs/single/?pkgid=795

CONTACT: JetBlue Airways
Todd Burke
todd.burke@jetblue.com

Brandon Hamm
brandon.hamm@jetblue.com

718-709-3089

Powered by SITECORE