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Oct 27, 2005

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NEW YORK, Oct. 27, 2005 (PRIMEZONE) -- JetBlue Airways (Nasdaq:JBLU), New York's hometown airline, today announced that New York's WNYW-FOX5 station is now available via the low-fare, high-value airline's 36 channels of free DIRECTV(r) programming(a). With this addition, JetBlue customers now enjoy FOX programs and the most local New York news programming in-flight.

"WNYW-FOX5 gives our customers another way to stay in touch with what's going on in New York, our hometown, as well as the opportunity to enjoy network programming from FOX," said Andrea Spiegel, JetBlue's vice president of Marketing. "We are always looking for ways to enhance our in-flight entertainment offerings to meet our customers' tastes and needs -- and FOX5 does just that."

"We are honored to support JetBlue's vision by joining DIRECTV's channel line-up," said Lew Leone, WNYW-FOX5 vice president and general manager. "FOX5 produces more live, local news than any other TV station in New York, and we look forward to sharing our content with JetBlue passengers."

"With the addition of WNYW-FOX5, we continue to raise the bar for the best in-flight entertainment experience," said Daren Benzi, vice president, Sales Development and Strategy, DIRECTV, Inc. "Among the 36 DIRECTV-delivered channels available on board, JetBlue passengers now have a full suite of Fox Channels from which to choose. No other airline offers the same breadth and quality of in-flight programming."

WNYW-FOX5 offers 38 hours of local New York news programming, including Good Day New York, Midday News, and nightly weekday and weekend news hours. Popular primetime shows include the No. 1 program of the 2004-05 season American Idol, The O.C., Prison Break, 24 and House. The best of daytime television is also available, including the highest-rated freshman syndicated strip Judge Alex and the debut of Twentieth Television's live first-run half-hour news strip Geraldo at Large.

With coverage of Major League Baseball, the National Football League and NASCAR, avid sports fans can tune into WNYW-FOX5 for weekend action, including the Yankees, Mets and Giants, as well as additional fare from FOX Sports. For a comprehensive listing of television shows and sports offerings on WNYW, logon to WNYW-FOX5's Web site at www.fox5ny.com, and click on "What's On" and "Program Guide."

JetBlue's award-winning in-flight entertainment options include 36 channels of free DIRECTV programming, a selection of premium, first-run FOX InFlight(tm) movies(b), and starting with the low-fare airline's new EMBRAER 190 fleet, more than 100 channels of free XM Satellite Radio(c). JetBlue will offer the most live in-flight entertainment of any airline with the addition of XM Satellite Radio.

Additional FOX programming on JetBlue includes FOX InFlight Premium Entertainment, a product just for JetBlue customers that offers first-run and classic movie selections, and other FOX channels offered through DIRECTV: FX, National Geographic Channel, FOX News Channel and the FOX Movie Channel. A complete list of in-flight DIRECTV channels may be found on the JetBlue Web site at www.jetblue.com/directv.

JetBlue Airways is a low-fare, high-value airline, based in New York City, with operations to 33 cities with 318 flights daily. JetBlue customers enjoy comfy all-leather seats with plenty of legroom, unlimited brand name snacks and soft drinks, and superior service on every flight. For information or reservations call 1-800-JETBLUE (1-800-538-2583) or visit www.jetblue.com.

WNYW-FOX5 is one of two FOX owned-and-operated stations in New York, the nation's No. 1 TV market. FOX Television Stations, Inc. is one of the nation's largest owned-and-operated network broadcast groups, and consists of 35 stations in 26 markets covering nearly 45 percent of U.S. television homes.

DIRECTV, Inc. is the nation's leading digital multichannel television service provider with more than 14.6 million customers. DIRECTV and the Cyclone Design logo are registered trademarks of DIRECTV, Inc. DIRECTV (NYSE:DTV) is a world-leading provider of digital multichannel television entertainment. DIRECTV is approximately 34 percent owned by News Corporation.

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(a) DIRECTV(r) service is not available on flights between JFK/Newark
    and Puerto Rico or the Dominican Republic; however, FOX
    InFlight(tm) is offered complimentary on these routes.
(b) FOX InFlight premium movies are available on flights longer than
    two hours.
(c) JetBlue's DIRECTV and XM Satellite Radio Service are powered by
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    LiveTV, a wholly-owned subsidiary of JetBlue.
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The JetBlue logo is available at: http://media.primezone.com/prs/single/?pkgid=795

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