Start Spreading the News: Broadway Takes to the Skies On JetBlue Airways

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New York's Hometown Airline Partners With the Broadway Channel to Deliver Behind-The-Scenes Broadway, Off-Broadway and Las Vegas News and Previews

NEW YORK, June 2, 2008 (PRIME NEWSWIRE) -- New York-based JetBlue Airways Corporation (Nasdaq:JBLU) and The Broadway Channel(r) today announced a partnership that gives the airline's customers free access to behind-the-scenes rehearsals, captivating interviews and exclusive coverage of star-studded opening nights from Broadway, Off-Broadway and Las Vegas productions en route to their favorite destination.

Customers on JetBlue flights arriving to the Big Apple can tune-in to an hour of Broadway Channel programming, while those jetting out of New York will view content from shows in Las Vegas and touring productions. JetBlue's special Broadway Channel programming will also include the season kick-off of the Broadway League's Broadway on Broadway and coverage of the 2008 Tony Awards.

"We continue to look for ways to enhance the core jetting experience," said Brett Muney, General Manager of Product Development for JetBlue Airways. "As New York's hometown airline, we are excited to partner with The Broadway Channel to keep our customers connected to the latest information on current and upcoming Broadway shows."

"Broadway Channel is pleased to be part of JetBlue's jetting experience and included in the airline's engaging in-flight entertainment," said Matt Hege, Vice President of the Broadway Channel. "Customers will have a backstage pass to the best of Broadway, off Broadway, touring Broadway and now Las Vegas -- all part of our exciting and entertaining in-flight television programming."

Each hour-long episode will be updated monthly on Channel 41, airing after JetBlue's in-flight video magazine, "Times On Air"(tm). When jetting between destinations in the Continental United States, customers also enjoy 36 channels of free live, DIRECTV(r) programming. On JetBlue's EMBRAER 190 planes, as well as upgraded aircraft in its A320 fleet, customers can listen to more than 100 channels of free XM Radio(r).

On JetBlue, everyone is treated to award-winning customer service; Lots of Legroom; comfy, all-leather seats; and a generous complimentary selection of transfat-free snacks. A selection of JetBlue Features movies from six major Hollywood studios are also available for a small fee.

About The Broadway Channel

Broadway Channel is a full-service multimedia company that produces and distributes video and television programming for Broadway, Off-Broadway, Performing Art Centers and Regional Theatres nationwide. The Broadway Channel(r) produces and distributes the highly successful, Broadway Previews -- "One on the aisle and a backstage pass to the best of Broadway" -- via Time Warner Cable into over 35,000 Manhattan hotel rooms as part of the Broadway Channel's digital network.

About JetBlue Airways

New York-based JetBlue Airways has created a new airline category based on value, service and style. Known for its award-winning service and free TV as much as its low fares, JetBlue is now pleased to offer customers Lots of Legroom and super-spacious Even More Legroom seats. JetBlue introduced complimentary in-flight e-mail and instant messaging services on aircraft "BetaBlue," a first among U.S. domestic airlines. JetBlue is also America's first and only airline to offer its own Customer Bill of Rights, with meaningful and specific compensation for customers inconvenienced by service disruptions within JetBlue's control. Visit www.jetblue.com/promise for details. JetBlue serves 53 cities with 550 daily flights. With JetBlue, all seats are assigned, all travel is ticketless, all fares are one-way, and an overnight stay is never required. For information or reservations call 1-800-JETBLUE (1-800-538-2583) or visit www.jetblue.com.

DIRECTV(r) service is not available on flights outside the continental United States.

The JetBlue logo is available at http://www.primenewswire.com/newsroom/prs/?pkgid=795

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; increases in fuel prices, maintenance costs and interest rates; our ability to implement our growth strategy, including the ability to operate reliably the EMBRAER 190 aircraft and our new terminal at JFK; our significant fixed obligations; our ability to attract and retain qualified personnel and maintain our culture as we grow; our reliance on high daily aircraft utilization; our dependence on the New York metropolitan market and the effect of increased congestion in this market; our reliance on automated systems and technology; our being subject to potential unionization; our reliance on a limited number of suppliers; changes in or additional government regulation; changes in our industry due to other airlines' financial condition; and external geopolitical events and conditions. Further information concerning these and other factors is contained in the Company's Securities and Exchange Commission filings,

including but not limited to, Company's 2007 Annual Report on Form 10-K and Quarterly Reports on Form 10-Q. We undertake no obligation to update any forward-looking statements to reflect events or circumstances that may arise after the date of this release.


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