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NEW YORK, Sep 10, 2008 (GlobeNewswire via COMTEX News Network) -- JetBlue Airways (Nasdaq:JBLU), the first major U.S. airline to provide free live television and personal seatback screens to all customers on all flights, has been recognized for the second year in a row by the World Airline Entertainment Association (WAEA) for offering travelers the best overall in-flight entertainment experience in the Americas. The award was announced this week during the WAEA's 20th Annual Avion Awards in Long Beach, Calif.

Avion Award winners were selected by more than 55,000 worldwide airline passengers surveyed by Skytrax, a leader in airline passenger opinion studies, about their in-flight entertainment experiences.

"JetBlue is honored to be recognized for the second straight year for our leadership in in-flight entertainment," said Brett Muney, JetBlue's General Manager of Product Development. "JetBlue introduced live in-flight television service to the skies in partnership with LiveTV eight years ago, and over the past year we've pioneered even more innovation with the launch of complimentary in-flight e-mail and instant messaging services on aircraft 'BetaBlue,' a first among U.S. airlines. We look forward to continuing to expand our in-flight offerings to give our Customers even more entertainment and more value when they jet with JetBlue."

JetBlue offers the most free live entertainment options in the skies today, including 36 channels of DIRECTV(r) programming and more than 100 channels of XM Satellite Radio. On flights longer than two hours, JetBlue offers a rotating selection of pay-per-view options from top Hollywood studios including Disney, FOX, NBC Universal, Paramount Pictures, Sony Pictures and Warner Bros.

In December 2007, JetBlue launched "BetaBlue," its first internet-equipped A320 aircraft. Aboard BetaBlue, Customers can use their Wi-Fi(r) enabled laptop or smartphone to take advantage of numerous email and instant messaging services to stay connected in the air. Those with a hankering for a bit of in-flight shopping can also browse options from Amazon.com. JetBlue's in-flight connectivity is powered by LiveTV's Kiteline platform, and is offered free to all customers.

JetBlue and The New York Times recently partnered to offer "Times On Air"(tm), an in-flight video magazine of unique content from the newspaper's TimesTalks events -- its signature discussion series featuring journalists in conversation with today's newsmakers and cultural leaders -- along with articles and multimedia from NYTimes.com. Befitting New York's hometown airline, customers on flights arriving in the Big Apple can now tune-in to an hour of special free programming from the Broadway Channel with behind-the-scenes rehearsals, captivating interviews and exclusive coverage of star-studded opening nights from Broadway, Off-Broadway and Las Vegas.

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 51 cities with 500 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.

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

About LiveTV

JetBlue's award-winning in-flight entertainment service is provided by LiveTV, a wholly owned subsidiary of JetBlue. LiveTV is a leading provider of innovative, low-cost in-flight entertainment products and services to commercial aircraft markets worldwide. Its customers include some of the most successful airlines in the world.

The LiveTV, LLC logo is available at http://www.globenewswire.com/newsroom/prs/?pkgid=2067

About WAEA

Founded in 1979 as a nonprofit organization, the WAEA is the official worldwide network representing nearly 100 airlines and more than 250 airline suppliers committed to excellence in in-flight entertainment and communications and the continual improvement of the airline passenger environment.

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

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, the 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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