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NEW YORK, Feb. 17 /PRNewswire-FirstCall/ -- JetBlue Airways (Nasdaq: JBLU) today announces the selection of SabreSonic Customer Sales and Service (CSS) to power the value airline's reservations, departure control functions, inventory and booking engine capabilities.

"Sabre is North America's most-used reservation system for good reason," said Rick Zeni, JetBlue's Vice President of Change Management-Passenger Service System. "Sabre will allow JetBlue to offer greater revenue-producing codeshare and interline partnership opportunities, which will expand network choice for our customers; expanded ancillary revenue and marketing opportunities; and will help us gain more insight into our customers. We chose Sabre in order to keep the JetBlue Experience strong and unique in the industry, and we look forward to implementing SabreSonic." JetBlue expects to implement Sabre in 2010.

In addition, JetBlue extended its distribution agreement with Sabre Travel Network through 2012. JetBlue will also be the launch airline for SabreSonic CSS' enhanced web solution, the industry's only Internet booking engine to fully integrate the most advanced shopping and pricing capabilities.

"JetBlue is the second premier airline in just the past two months to select SabreSonic CSS, recognition from airlines of our unique abilities to help them increase revenues and provide superior service for their customers," said Tom Klein, group president of Sabre Airline Solutions and Sabre Travel Network. "JetBlue is a pioneer in the industry and we're proud they have selected SabreSonic CSS to help them realize their growth goals."

About Sabre Airline Solutions

The world's leading provider of integrated solutions and services for airlines and airports, Sabre Airline Solutions helps companies generate more revenue by optimizing performance in 14 key areas of airline operations. More than 300 leading carriers over 100 airports use Sabre Airline Solutions to better market their schedules, sell their products, serve their customers and operate efficiently. Sabre Airline Solutions was founded in 1960. For more information on Sabre Airline Solutions, please visit www.sabreairlinesolutions.com

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 currently serves 52 cities with 600 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.

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