Now Playing at a Seatback TV Near You: Free 'JetBlue Features' Movies on Caribbean and Latin American Flights

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- Three complimentary first-run movies from major Hollywood studios available each way, including one title in Spanish in both directions -

NEW YORK, March 31 /PRNewswire-FirstCall/ -- Starting tomorrow, customers traveling on JetBlue Airways (Nasdaq: JBLU) to any of its 14 Caribbean and Latin American destinations where DIRECTV(R) service is not accessible will be offered a selection of "JetBlue Features" premium in-flight movies free of charge. Additionally, one title on these flights will be available in Spanish in both directions.

Each month, six movie choices are hand-picked from top Hollywood studios, with three selections available in each flight direction on channels 38, 39 and 40. On all other flights longer than two hours, JetBlue Features movies will continue to be available for a nominal $5 fee.

"As we continue our expansion into these vital Latin American and Caribbean markets we must find ways to remain consistent and maintain the core JetBlue Experience for all customers," said Robin Hayes, Executive Vice President and Chief Commercial Officer. "Where free TV and radio are not available, screening first-run movies helps to provide the same great entertainment experience to our valuable customers. Our other core product offerings include a first checked bag free, more legroom than any other carrier in coach, complimentary snacks and drinks, and award-winning customer service."

Destinations now offering complimentary in-flight JetBlue Features movies include: Aruba; Nassau, Bahamas; Bermuda; Cancun; Bogota, Colombia; San Jose, Costa Rica; Puerto Plata, Santiago and Santo Domingo, Dominican Republic; Montego Bay, Jamaica (service begins May 21); Aguadilla, Ponce and San Juan, Puerto Rico; and, St. Maarten.

The airline's fleet-wide offering of more than 100 channels of free XM Radio and its free signature in-flight video magazine, "Times On Air"(TM), are available on most flights. The following movies will be available on JetBlue Features in April:

-- Yes Man
-- Seven Pounds
-- The Curious Case of Benjamin Button
-- Marley & Me
-- Defiance
-- Revolutionary Road

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 600 daily flights. New service begins to Montego Bay, Jamaica on May 21 and to Los Angeles International Airport on June 17. 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), TTY/TDD 1-800-336-5530 or visit www.jetblue.com.

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