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NEW YORK, June 18, 2009 /PRNewswire-FirstCall via COMTEX/ -- JetBlue Airways Corporation (Nasdaq: JBLU), the award-winning value airline headquartered in New York City, has been recognized by IDG's CIO magazine as a recipient of the 2009 CIO 100. As part of the 22nd annual award program, JetBlue has been recognized along with 99 other esteemed organizations around the world that exemplify the highest level of operational and strategic excellence in information technology (IT).
(Logo: http://www.newscom.com/cgi-bin/prnh/20090217/NY71475LOGO-b)

"This year's CIO 100 awards draws well-deserved attention to companies that are both innovating and creating business value with IT despite the economic downturn," said Maryfran Johnson, Editor in Chief of CIO magazine & Events. "These winners are an inspiration to businesses everywhere."

"Technology is key for furthering our business and for enhancing the experience we're able to offer our customers," said Joe Eng, Executive Vice President Chief Information Officer, JetBlue Airways. "We strive to utilize technology as a strategic enabler and a key part of business transformation. Simply implementing technology for the sake of technology doesn't benefit our crewmembers, our customers or our business."

JetBlue's newly constructed base of operations -- Terminal 5 -- at New York City's John F. Kennedy International Airport represents the successful use of innovative technology to enhance the experience offered to customers traveling to and from the value airline's hometown. Terminal 5 sets a new standard for airport terminal operational efficiency and customer comfort, enabled by the smart adaptation of information technology in a public space.

Complete coverage of the 2009 CIO 100 awards is available on www.cio.com/cio100/2009/1 and will be in the August 1st issue of CIO magazine. The 2009 CIO 100 awards will be presented at the Broadmoor in Colorado Springs, Colorado, on August 25 at the conclusion of the eleventh annual CIO 100 Symposium(R) and Awards Ceremony.

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 56 cities with 600 daily flights. New service to Baltimore begins on September 9. The airline also intends to commence service to Barbados (October 1); Saint Lucia (October 26); and Kingston, Jamaica (October 30). 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-JET-BLUE (1-800-538-2583), TTY/TDD 1-800-336-5530 or visit www.jetblue.com.

About CIO Magazine

CIO produces award-winning content and community resources for information technology executives thriving and prospering in this fast-paced era of business, as well as create opportunities for information technology and consumer marketers to reach them. The CIO portfolio includes CIO.com, CIO magazine (launched in 1987), CIO Executive Programs and the CIO Executive Council. CIO properties provide business technology leaders with analysis and insight on information technology trends and a keen understanding of IT's role in achieving business goals. The U.S. edition of the magazine and website are recipients of more than 200 awards to date, including three Grand Neals from the Jesse H. Neal National Business Journalism Awards and two Magazine of the Year awards from the National Society of Business Publication Editors. CIO websites and magazines appear in more than 25 countries, including Australia, Canada, China, France and Germany. CIO, and sister brand CSO, are produced by CXO Media a subsidiary of International Data Group (IDG), the world's leading technology media, research and event company.

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