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- A customer satisfaction recognition received for the fifth year in a row -

NEW YORK, June 30 /PRNewswire-FirstCall/ -- New York's hometown airline JetBlue Airways (Nasdaq: JBLU) today was awarded highest honors in airline customer satisfaction among low-cost carriers for the fourth year in a row by J.D. Power and Associates 2009 North America Airline Satisfaction Study(SM). This is the fifth consecutive customer satisfaction award JetBlue has received from J.D. Power and Associates. The value airline ranked highest in satisfaction among low-cost airlines in 2008, 2007 and 2006, and among all U.S. major airlines in 2005, when low-cost and traditional network carriers were combined in a single category.

"From our home in New York to every city we serve across the United States, the Caribbean and Latin America, the JetBlue spirit of customer service is strong," said Dave Barger, president and CEO of JetBlue Airways. "Customers recognize that a leading formula is more than great fares, more than advanced technology on comfortable airplanes and more than celebrated destinations -- it's also about people dedicated to providing exceptional service to one customer at a time. The 12,000 crewmembers here at JetBlue work hard every day to carry out this mission."

The J.D. Power and Associates 2009 North America Airline Satisfaction Study(SM) is based on responses from 12,952 business and leisure passengers who flew on a North American airline between April 2008 and May 2009. Overall customer satisfaction is measured based on performance in seven factors (in order of importance): cost and fees; flight crew; in-flight services; aircraft; boarding/deplaning/baggage; check-in; and reservation.

JetBlue prides itself on offering more value to customers by offering a first checked bag free of charge, unlimited complimentary in-flight snacks, and a live in-flight entertainment system boasting 36 channels of free DIRECTV(r) programming and more than 100 channels of free XM Satellite Radio(r) at every comfortable leather seat (a). Customers can kick back and enjoy the live entertainment in JetBlue's spacious aircraft cabins, which offer the most legroom in coach of any U.S. airline (b).

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 J.D. Power and Associates

Headquartered in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services company operating in key business sectors including market research, forecasting, performance improvement, training and customer satisfaction. The firm's quality and satisfaction measurements are based on responses from millions of consumers annually. For more information on cell phone ratings, car reviews and ratings, car insurance, health insurance and more, please visit JDPower.com. J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

(a) DIRECTV and XM Satellite Radio service are not available on most flights outside the continental United States.

(b) JetBlue offers the most legroom in coach, based on average fleet-wide seat pitch for U.S. airlines, excluding premium coach products.

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