jetBlue

Don't Touch That Remote! JetBlue Enhances Channel Surfing at 30,000 Feet with Updated Channel Lineup

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 - Value airline continues to offer the most free live entertainment of any
                                U.S. carrier -
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NEW YORK, July 2 /PRNewswire-FirstCall/ -- JetBlue Airways Corporation (Nasdaq: JBLU), the value-based airline that continues to offer the most free live entertainment of any U.S. carrier, today announces exclusive enhancements to its 36-channel lineup of DIRECTV(R) programming. As of today, the following channels are available to JetBlue customers on their individual seat-back in-flight entertainment systems: 24-hour news channel MSNBC; GolTV, the first U.S. network dedicated fully to soccer with both Spanish and English programming; and SPEED, a racing channel for auto enthusiasts. In addition, TV Land will broadcast Setanta Sports every Saturday from 5:00 a.m. to Monday at 5:00 a.m.

(Logo: http://www.newscom.com/cgi-bin/prnh/20090217/NY71475LOGO-b)

"JetBlue was the first major U.S. airline to broadcast live television at every seat," said Kim Ruvolo, manager brand for JetBlue Airways. "We defined what it means to channel surf at 30,000 feet and continue to enhance that experience today. These new channels increase the variety of our programming, making the viewing experience even more enjoyable for even more customers. And the best part? Customers still have access to this in-flight entertainment without paying a cent."

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JetBlue's full channel lineup includes:

Ch. 1:   ESPN
Ch. 2:   ESPN2
Ch. 3:   ESPNEWS
Ch. 4:   ESPNU
Ch. 5:   CBS
Ch. 6:   NBC
Ch. 7:   FOX
Ch. 8:   CNBC
Ch. 9:   MSNBC
Ch. 10:  FOX News
Ch. 11:  CNN
Ch. 12:  The CW
Ch. 13:  Google Maps
Ch. 14:  The Weather Channel
Ch. 15:  TBS
Ch. 16:  TNT
Ch. 17:  Comedy Central
Ch. 18:  USA
Ch. 19:  Bravo
Ch. 20:  FX
Ch. 21:  SPEED
Ch. 22:  A&E
Ch. 23:  The History Channel
Ch. 24:  Nat Geo
Ch. 25:  Discovery Channel
Ch. 26:  TLC
Ch. 27:  Food Network
Ch. 28:  Travel Channel
Ch. 29:  HGTV
Ch. 30:  Animal Planet
Ch. 31:  Cartoon Network
Ch. 32:  Nickelodeon
Ch. 33:  MTV
Ch. 34:  VH1
Ch. 35:  VH1 Classic
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Ch. 36:  GolTV
Ch. 37:  TV Land
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Channel 37, regularly broadcasting TV Land with Setanta Sports programming airing every Saturday from 5:00 a.m. to Monday at 5:00 a.m., will offer special events coverage from time to time, providing customers with live coverage of major events. Coverage of the Tour de France will air live 24 hours per day on Channel 37 during the month of July.

JetBlue's live in-flight entertainment system boasts 36 channels of free DIRECTV(R) programming and more than 100 channels of free XM Satellite Radio(R) at every comfortable leather seat. 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.(a) Customers looking to pamper themselves even further can upgrade to a super-spacious Even More Legroom seat. For just $10-$40 extra each way depending on flight length, customers can stretch out and enjoy 38 inches of seat pitch.

In addition to complimentary in-flight entertainment, the airline offers JetBlue Features. Each month, six first-run movie titles are available -- three selections in each flight direction -- on flights longer than two hours for a nominal $6 fee. The movies are chosen from those produced by six major Hollywood studios, including Disney, FOX, NBC Universal, Paramount Pictures, Sony Pictures and Warner Bros. On JetBlue flights to the Caribbean and Latin America, three movie choices are offered free of charge, including one in Spanish on flights to Spanish-speaking destinations. Additionally, the airline's fleet-wide offering of more than 100 channels of free XM Satellite Radio and its very own network, Plus TV, are also available on Caribbean and Latin America flights. Plus TV features programming from The New York Times, theatrical content from the Broadway Channel(R), behind-the-scenes footage from popular TV shows, exclusive interviews and more. DIRECTV service is not available on flights outside the continental United States; XM Satellite Radio may not operate for the duration of all international flights.

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.

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

SOURCE JetBlue Airways Corporation
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