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NEW YORK, Sept. 17 /PRNewswire-FirstCall/ -- JetBlue Airways (Nasdaq: JBLU) today will accept the Corporate Leadership award from AIGA, the professional association for design, at the organization's Design Legends Gala in New York. JetBlue has been recognized for "reimagining the air-travel experience and building its revered brand from a people-centered, value-driven, design-based approach."

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

"To be recognized by AIGA as a corporate leader in design is a true honor," said Robin Hayes, JetBlue's Chief Commercial Officer. "We focus our professional energies on creating a great JetBlue Experience for our customers, and a big part of that is in creating a brand and environment that is welcoming. The true honorees are the 12,000 JetBlue crewmembers who bring our brand to life every day, every flight."

Richard Grefe, executive director of AIGA, highlighted JetBlue's commitment: "Engaging design and communication have been part of the company's DNA since JetBlue's launch almost a decade ago, a testament to its stated mission: 'To bring humanity back to air travel.' They have demonstrated a rare empathy for the traveler in every traveler interaction with JetBlue facilities, computer interfaces and, of course, staff."

About the AIGA and the Corporate Leadership Award

AIGA, the professional association for design, is the premier place for design--to discover it, discuss it, understand it, appreciate it, be inspired by it.

AIGA's mission is to advance designing as a professional craft, strategic tool and vital cultural force. AIGA stimulates thinking about design through journals, conferences, competitions and exhibitions; demonstrates the value of design to business, the public and government officials; and empowers the success of designers at each stage of their careers by providing invaluable educational and social resources.

Founded in 1914, AIGA remains the oldest and largest professional membership organization for design. AIGA now represents more than 22,000 design professionals, educators and students through national activities and local programs developed by 64 chapters and 240 student groups. AIGA is a nonprofit, 501(c)(3) educational institution.

The *AIGA Corporate Leadership Award* was established in 1980 to recognize the role of perceptive and forward-thinking organizations that have been instrumental in the advancement of design by applying the highest standards, as a matter of policy. The recipients of this award demonstrate respect for the millions whose lives they touch, a rare commitment to consistency and quality, and a model for the successful interaction between aesthetics and pragmatics.

About JetBlue Airways

JetBlue Airways has created a new airline category based on value, service and style. In 2009, the carrier ranked "Highest in Customer Satisfaction Among Low-Cost Carriers in North America" by J.D. Power and Associates, a customer satisfaction recognition received for the fifth year in a row. Known for its sincere, personal 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 650 daily flights. 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*.

SOURCE JetBlue Airways

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