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- Value carrier is recognized for making travel easier and more affordable in 2009 -

NEW YORK, Sept. 21 /PRNewswire-FirstCall/ -- JetBlue Airways (Nasdaq: JBLU) was revealed today as a winner in *Budget Travel* Magazine's 5(th) annual Extra Mile Awards, celebrating companies and destinations that are going the 'extra mile' to make travel easier and more affordable in 2009. New York's hometown value carrier, already traveler-friendly, was recognized for upping the ante on its in-flight perks, including free snacks and drinks, personal seatback televisions and comfy leather seats, bringing equally valuable amenities to the airport experience, including gate-side food delivery options at its new Terminal 5 at John F. Kennedy International Airport.

JetBlue's Terminal 5 offers a comprehensive food and retail program. Food options include full-serve restaurants, bars and cafes; a food hall featuring a variety of cuisines; gourmet grab-and-go markets; coffee bars; and an innovative gate area program where customers can use touch-screen monitors to order meals for delivery to the gate areas. The diverse retail options include spa services, a full-service pharmacy, numerous newsstands and an overall shopping experience allowing customers to buy apparel, electronics, cosmetics and other items to enhance their travel experience.

"On behalf of JetBlue's 12,000 crewmembers, we would like to thank *Budget Travel* for this honor," said Dave Barger, JetBlue's CEO. "The JetBlue Experience is about providing more options and more amenities to our customers at an affordable price, delivering value and comfort at every customer touch point. From welcoming them on the phone, at the airport, at the gate and in-flight, we remain focused on making travel easy and enjoyable at every turn."

"As businesses are cutting back on services, and travelers' lives only get more difficult, this year's forward-thinking companies deserve a round of applause," said Nina Willdorf, editor-in-chief of *Budget Travel*. This year's top nine winners will be featured in the October issue of the magazine.

Budget Travel sets the standard for innovation within the travel industry with its annual Extra Mile Awards. Since 2005, *Budget Travel* has recognized noteworthy developments, large and small, that make travel easier, more enjoyable, and more affordable across all aspects of the industry. JetBlue was also honored with the Extra Mile award in 2006 for adding perks to its travel amenities, which included a free Bliss spa kit for overnight flights, lemon-scented hot towels on red-eye flights and a self-serve snack pantry on all cross-country routes.

Earlier this year, JetBlue was also 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.

Budget Travel Magazine

Featuring must-know tips, under-the-radar finds around the world, unbeatable deals, and timely industry news, *Budget Travel* has become an indispensable guide for 2.1 million educated and sophisticated consumers. Surpassing the usual lineup of fantasy coffee table magazines, *Budget Travel* redefines the travel category by integrating breathtaking imagery with valuable, practical knowledge, and inspiring yet affordable strategies for real vacationers. For more information, please visit BudgetTravel.com.

About JetBlue Airways

New York-based 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 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 57 cities in its network with 650 daily flights. New service from New York/JFK to three Caribbean islands will begin this October, including: 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*.

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