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--The Friday, October 30 dance party is one of many live music shows created by the airline in partnership with Superfly Marketing Group for the 'Live from T5' concert series --

NEW YORK, Oct. 28 /PRNewswire-FirstCall/ -- This Halloween's eve customers passing through JetBlue Airways' (Nasdaq: JBLU) Terminal 5 at New York's John F. Kennedy International Airport (JFK) will have the chance to show their moves at the airline's first-ever T5 Silent Disco with DJ Mark of Vhs or Beta. At a silent disco, participants wear wireless headsets so they're the only ones who can hear the DJ's music.

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

The T5 Silent Disco, which will be held post-security under the digital ring from 5 p.m. to 6:30 p.m. on Friday, October 30, is one of many *Live from T5* concert series events created by JetBlue in partnership with Superfly Marketing Group -- a division of New York-based Superfly Productions, an independent music and marketing company with expertise in event production and creative programming.

Participants at the T5 Silent Disco will be loaned high-end wireless headphones through which to hear DJ Mark spinning. Everyone else in the terminal will see a dance party but won't hear the music -- unless they grab a set of headphones themselves. Halloween costumes are welcome and encouraged!

"Our Silent Disco is about giving customers and crewmembers the chance to tune in to some great music, to burn some energy before getting on a flight or to shake out the stress of the week," said Kim Ruvolo, brand manager for JetBlue Airways. "That's been the goal of our Live from T5 series: to give everyone at the terminal unique and entertaining experiences."

Vhs or Beta, who have been longtime proponents of mixing house music and rock, recently self-released a new single titled "Feel It When You Know," the first track in a series of singles and EPs to be released over the next few months on Vhs or Beta's own label, Chromosome Records. The song is the band's biggest step yet into the dance/electro/house world and is accompanied by remixes from LA Riot, up-and-coming Chicago-based band LuckyDate and Mark Verbos, production partner for Tommie Sunshine. "Feel It When You Know" is now available exclusively at *www.beatport.com* and will be available for download soon on iTunes.

Live from T5 is a six-month, 12-date live music concert series featuring performances by hand-selected emerging artists from around the U.S. on select Fridays throughout the year. Performances have included Dan Dyer, Nicole Atkins, American Princes, Alberta Cross, Justin Townes Earle and Madi Diaz. More information can be found at *www.jetblue.com/t5*.

JetBlue's live in-flight entertainment system possesses 36 channels of free DIRECTV(r) programming and more than 100 channels of free XM Radio(r) at every comfortable leather seat. Customers can kick back and enjoy the live entertainment in JetBlue's spookily spacious aircraft cabins, which offer the most legroom in coach of any U.S. airline (a). When looking to pamper themselves even further, customers can upgrade to a super-spacious Even More Legroom seat and enjoy 38" of seat pitch for just $10 to $40 extra each way depending on flight length.

About Superfly Marketing Group

Superfly Marketing Group is a New York City-based lifestyle and marketing company with special strengths in cutting edge marketing projects and multifaceted, engaging live events. Superfly Marketing Group leverages the experience, expertise, and relationships of Superfly Productions, creators of the Bonnaroo Music & Arts Festival, widely considered to be the premier cultural property in the US for its near-flawless logistics, ambitious programming, and unique lifestyle experiences, as well as the heralded Outside Lands Music & Arts Festival held annually in San Francisco's Golden Gate Park. Superfly is synonymous with innovation and engagement and continues to partner with brands to create broad based authentic marketing programs across a variety of platforms and artistic disciplines. As one of only a few marketing companies to create its own renowned and successful lifestyle brands, Superfly Marketing Group is uniquely positioned to help it's partners achieve their brand objectives.

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 59 cities with 650 daily flights. New service to Kingston, Jamaica starts on 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

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