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- Rihanna's only live performance in celebration of her new album release will be held on Dec. 3 at the Hammerstein Ballroom -

NEW YORK, Nov. 24 /PRNewswire-FirstCall/ -- In celebration of its new nonstop service to Barbados, JetBlue Airways (Nasdaq: JBLU), the airline that gives customers more free live entertainment, and the Barbados Tourism Authority will proudly present a private concert by Rihanna on Dec. 3, 2009 at the Hammerstein Ballroom in New York City. This event will be the only live performance by the pop sensation in celebration of her new album release, "Rated R." The concert is not available for public purchase, but fans will have the chance to win tickets through radio and online promotions.

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

Additionally, New York's hometown airline today launched JetBlue's "New York to Barbados" creative photo contest (a) through social media outlets including Twitter (@JetBlue) and Facebook, inviting customers to celebrate JetBlue's new nonstop service to Rihanna's hometown and the launch of her new CD. Using creativity and self-expression, customers are required to take a photo in front of a New York landmark that incorporates both Barbados and JetBlue. The top 20 photographs submitted will win a pair of tickets to the private event (a).

Customers can find contest rules and instructions for uploading their photo by visiting www.jetblue.com/rihanna and submitting their photo via Twitter to @JetBlue using the hash tag #JetBlue2Barbados between November 24 and November 29. One photo can be submitted per Twitter account and will be judged by JetBlue. The top 20 finalists will each win a pair of tickets to Rihanna's live performance.

JetBlue began daily nonstop service to Bridgetown, Barbados earlier this year from New York's John F. Kennedy International Airport (JFK). Barbados is one of 17 international locations served by JetBlue, and one of the more than 50 destinations throughout the Americas. In 2009, the airline has also added new service to international destinations including Bogota, Colombia; San Jose, Costa Rica; Kingston and Montego Bay, Jamaica; and Saint Lucia.

As part of the partnership, in addition to this exclusive concert for fans, JetBlue will also provide customers traveling on the airline in December access to 20 minutes of custom Rihanna footage including her new video, Russian Roulette, on PlusTV, JetBlue's very own in-flight network featuring behind-the-scenes footage from TV shows, programming from the New York Times, theatrical content from The Broadway Channel® and more. Additionally, a special installment of MySpace Music's "The Release" featuring Rihanna at the Hammerstein Ballroom will be streamed live, and footage will also be featured on JetBlue Airways' PlusTV channel in 2010 for customers to enjoy.

JetBlue's live in-flight entertainment system boasts 36 channels of free DIRECTV® programming and more than 100 channels of free XM Radio® 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 (b). 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 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 60 cities with 650 daily flights. 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) NO PURCHASE NECESSARY. PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED OR RESTRICTED BY LAW. CONTEST STARTS 11:30 AM (ET) ON NOVEMBER 24, 2009 AND ENDS AT 11:59:59 PM (ET) ON NOVEMBER 29, 2009. Open to contestants who are 18 years or older and a legal U.S. resident of the United States at time of entry. Limit one entry per contestant. Other restrictions apply. See full Official Rules for entry instructions and other important details, available at jetblue.com/Rihanna.

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

SOURCE JetBlue Airways

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