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Loyal enthusiasts praise the value airline's in-flight experience, extra legroom, quality snacks and televisions as the top reasons why they would recommend JetBlue to others -

NEW YORK, March 17, 2010 /PRNewswire via COMTEX/ -- JetBlue Airways (Nasdaq: JBLU) today was recognized as the leader in the 2010 Net Promoter Industry Benchmarks for customer loyalty in the airline category, scoring more than 40 points above the industry average, according to Satmetrix, the Net Promoter(R) company and leader in customer experience programs. "JetBlue Promoters," or loyal enthusiasts who will keep flying and refer others, pointed to the airline's in-flight experience, extra legroom, quality snacks and televisions as top reasons why they would recommend JetBlue to a friend or colleague.

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

"JetBlue provides more value to today's traveler, with a free first checked bag, more legroom than any other carrier in coach, 36 channels of free live TV and more than 100 channels of XM satellite radio, complimentary snacks and friendly service all included in the cost of your airfare," said Robin Hayes, executive vice president and chief commercial officer for JetBlue Airways. "We are honored that our customers have recognized us as the airline industry leader in this year's Net Promoter Industry Benchmarks. We wouldn't be where we are today without our loyal customers and the dedication of our more than 12,000 crewmembers, who provide our customers with high-quality, friendly service every day of the year."

The Net Promoter Industry Benchmarks are based on survey responses from more than 19,500 U.S. consumers nationwide who had purchased products or services from a company within the previous 12 months. The study encompassed 17 specific competitive sectors across seven industries, including insurance, financial services, airlines, telecommunications, technology, retail and online services. A company's Net Promoter Score, or NPS(R), is based on customers' likelihood to recommend the company's product or service. NPS is calculated as the percentage of customers who are Promoters, rating the company 9 or 10 on a zero-to-ten point scale, minus the percentage who are Detractors, rating 6 or lower. Consumers also rated each company on various aspects of customer experience including product or service features, customer service and overall value, allowing Satmetrix to analyze drivers of loyalty and performance gaps for each company.

Full reports are available for purchase on www.satmetrix.com and www.netpromoter.com.

About Satmetrix

Satmetrix, the Net Promoter Company, delivers customer experience programs that increase retention, repurchase and referrals. Satmetrix is the only company to combine innovative technology and proven expertise to mobilize organizations to act on customer feedback at every touch point. While most programs focus on measuring satisfaction, Satmetrix focuses on creating loyal customers by delivering real-time customer feedback to every employee, developing business processes that create a differentiated customer experience, and identifying key areas for improvement. Some of Satmetrix global clients include Experian, Orange Business Services, Symantec and Virgin Media. In addition to more than 700 enterprise deployments in 40 languages, we offer a range of services for Net Promoter professionals and maintain the online community netpromoter.com. For more information, visit www.satmetrix.com, or call 1-888-800-2313 in the US or +44 (0) 845-371-1040 in Europe.

Net Promoter, NPS, and Net Promoter Score are trademarks of Satmetrix Systems, Inc., Bain & Company, Inc., and Fred Reichheld.

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 60 cities with 600 daily flights. With JetBlue, all seats are assigned, 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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