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T5 takes home the titles of Terminal with the 'Best Concessions Program Design,' 'Most Unique Services,' 'Best Overall Concessions Program,' and 'Best Concessions Management Team' -

NEW YORK, March 24, 2010 /PRNewswire via COMTEX/ -- JetBlue Airways (Nasdaq: JBLU) today announced it has received top honors in four categories in Airport Revenue News' (ARN) 2010 Best Airport & Concessionaire Awards in the Single Terminal Division for its state-of-the-art home base at New York's Terminal 5 at JFK, including: 'Terminal with the Best Concessions Program Design;' 'Terminal with the Most Unique Services;' 'Terminal with the Best Overall Concessions Program;' and, 'Terminal with the Best Concessions Management Team.'
(Logo: http://www.newscom.com/cgi-bin/prnh/20090217/NY71475LOGO-b)

"JetBlue is thrilled to receive four individual awards for our T5 concession program in ARN's airport survey this year, and we thank the many business partners and crewmembers that have helped us revolutionize the airport experience for JetBlue customers," said Mitch Nadler, Director of Concession Management at JetBlue Airways. "We would also like to congratulate our individual concessionaires who also took home awards from ARN this year. We are extremely proud of Terminal 5 and all it has to offer, and we will continue to strive for high customer satisfaction and optimal revenue performance."

Several individual operators that have locations at JetBlue's T5, as well as other airports across the nation, also received awards honoring their achievements in the airport concession industry, including:

- The Paradies Shops for 'Retailer with the Highest Regard for Customer Service;' 'Best Retail Specialty Brand Operator (for Brooks Brothers);' and 'Best Overall Retailer' in the Large Retailer Division
- Dunkin' Donuts for 'Best Franchisor' in the Large Retailer Division
- Taxco Sterling for 'Best DBE Operator' in the Large Retailer Division and 'Best Overall Retailer' in the Small Retailer Division
- ZoomSystems for 'Best Specialty Retail Brand Operator' in the Small Retailer Division

For the second year in a row, nominating and judging for the 2010 awards was conducted entirely online and resulted in unprecedented industry participation. Consistent from previous years, more than 200 airport executives voted for concession companies and concessionaires voted for airport programs, eliminating any conflict of interest issues from the process.

JetBlue's T5 at JFK was inaugurated in October, 2008. T5 has the ability to handle up to 20 security lanes, 26 gates, free Wi-Fi, 22 restaurants and food outlets, 25 retail stores, and a large children's play area. The 635,000-square-foot building was designed to handle up to 20 million passengers per year.

About ARN

Airport Revenue News (ARN) is a monthly trade magazine devoted to coverage of all revenue-generating issues affecting the airport industry. The publication is the foremost news and information resource for airport executives, concessionaires, consultants and others involved in the business of airports.

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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