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NEW YORK, June 8, 2010 /PRNewswire via COMTEX/ --New York's hometown airline JetBlue Airways (Nasdaq: JBLU) today was awarded highest honors in airline customer satisfaction among low-cost carriers for the fifth year in a row by J.D. Power and Associates 2010 North America Airline Satisfaction Study(SM). This is the sixth consecutive customer satisfaction award JetBlue has received from J.D. Power and Associates. The value airline also ranked highest in satisfaction among low-cost airlines in 2009, 2008, 2007 and 2006, and among all U.S. major airlines in 2005, when low-cost and traditional network carriers were combined in a single category.

(Logo: http://photos.prnewswire.com/prnh/20090217/NY71475LOGO-b)

"On behalf of JetBlue's 12,500 crewmembers, we humbly accept this recognition for the sixth consecutive year," said Dave Barger, president and CEO of JetBlue Airways. "We are very proud of our crewmembers, who bring the JetBlue brand to life every day, on every flight. It's not just the leather seats, the extra legroom, the seatback TVs or the free snacks and drinks that make JetBlue a stand alone company, it's the time and dedication our crewmembers give to each other and to every customer that make our company a leader in service. We know we are only as good as our last flight, and we look forward to earning this recognition again by serving every customer as a member of our family."

The 2010 North America Airline Satisfaction Study(SM) measures customer satisfaction of both business and leisure passengers with major North American carriers. The study is based on responses from more than 12,300 passengers who flew on a major North American airline between April 2009 and April 2010. The study was fielded between May 2009 and April 2010. Overall customer satisfaction is measured based on performance in seven measures (in order of importance): cost and fees; flight crew; in-flight services; aircraft; boarding/deplaning/baggage; check-in; and reservation.

JetBlue prides itself on offering more value to customers by offering a first checked bag free of charge, unlimited complimentary in-flight snacks, and a live in-flight entertainment system with 36 channels of free DIRECTV programming and more than 100 channels of free XM Satellite Radio at every comfortable leather seat (a). 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).

About JetBlue Airways

Voted "Most Eco-Friendly Airline" by Zagat's Airline Survey in 2008 and 2009, 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 serves 61 cities with 650 daily flights. New service to Ronald Reagan Washington National Airport in Washington, DC and to Bradley International Airport in Hartford, CT begins in November. 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.

About J.D. Power and Associates

Headquartered in Westlake Village, California, J.D. Power and Associates is a global marketing information services company operating in key business sectors including market research, forecasting, performance improvement, Web intelligence and customer satisfaction. The company's quality and satisfaction measurements are based on responses from millions of consumers annually. For more information on car reviews and ratings, car insurance, health insurance, cell phone ratings, and more, please visit JDPower.com. J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

(a) DIRECTV and XM Satellite Radio service are not available on most flights outside the continental United States.

(b) 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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