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Customers traveling through Terminal 5 at New York's JFK airport on Thursday, August 19th will enjoy a free, live show of Daughtry --

NEW YORK, Aug 16, 2010 /PRNewswire via COMTEX/ --

JetBlue Airways (Nasdaq: JBLU), the airline known for giving customers more free live entertainment in the skies, proudly announces a live performance by multi platinum rock band Daughtry on Thursday, August 19th, at 7 p.m., at its state-of-the-art Terminal 5 (T5) in New York's John F. Kennedy International Airport (JFK). Daughtry's concert will be part of JetBlue's second annual *Live from T5* concert series, a unique live entertainment experience for customers on the ground.

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The concert will take place post-security in the Marketplace at T5 and is not available for public purchase, but customers traveling on JetBlue through Terminal 5 at JFK will be privy to the free 30-minute show. New York's hometown airline, through various radio partners, will also award 20 lucky winners and their guests exclusive access to the post-security event at JFK for Daughtry's *Live from T5* performance.

"We're excited to have Daughtry perform as part of our *Live from T5* series, giving our customers unique entertainment experiences and the chance to see great performers live," said Robin Hayes, chief commercial officer at JetBlue Airways. "We are committed to keeping the JetBlue experience fresh and innovative in flight and on the ground -- and we know Daughtry is going to be a big hit with all the lucky people at T5 on August 19th."

JetBlue's *Live from T5* concert series debuted in 2009 with performances by Dan Dyer, Nicole Atkins, American Princes, Alberta Cross and Justin Townes Earle, among others. JetBlue also hosted its first-ever Silent Disco with DJ Mark of Vhs or Beta, to celebrate Halloween in 2009. The concert series was developedin partnership with Superfly Marketing Group - a division of New York-based Superfly Presents - a multi-dimensional entertainment and marketing company with expertise in strategy development, creative programming, and lifestyle event production. *Live from T5* features hand-picked emerging artists from around the U.S. on select Thursdaysthroughout the year. This year started in spectacular fashion, with Sarah McLachlan opening at T5, while promoting her new album, *Laws of Illusion.*

JetBlue's live in-flight entertainment system boasts 36 channels of free DIRECTV(R) programming and more than 100 channels of free XM Radio(R) on personal seatback TVs. Customers can kick back at every comfortable leather seat, which offers the most legroom in coach of any U.S. airline (a), and enjoy complimentary snacks and drinks along with award-winning customer service. When looking to pamper themselves even further, customers can also purchase a first-run JetBlue Features movie for $6 on flights longer than two hours. The movies chosen are from six major Hollywood studios, including Disney, FOX, NBC Universal, Paramount Pictures, Sony Pictures and Warner Bros. On JetBlue's flights to the Caribbean and Latin America, movies are offered for free.

About Daughtry

19/RCA recording artist Daughtry continues to top the charts with their second platinum album and achieved global success with its self-titled debut. A hit in both artistic and commercial terms, the band's GRAMMY(R)-nominated, quintuple-platinum debut accomplished the rare feat of charting three #1 hits. The band topped the charts again with *Leave This Town* (2009), which they recorded in Los Angeles with returning producer Howard Benson. The album entered at the top of the Billboard 200, making it Daughtry's second #1 album. Its first single, "No Surprise," extended the group's extraordinary streak of #1 hits to four and current single "September" is following the same path. *Leave This Town* was written by singer Chris Daughtry and his bandmates. In addition, Chris also worked with some of rock's savviest song smiths; Mitch Allan, producer Brian Howes, Nickelback's Chad Kroeger, and includes a special guest appearance by country-music superstar Vince Gill. For more information on Daughtry, please visit www.daughtryofficial.com.

About Superfly Marketing Group

Based in New York City, Superfly Marketing Group (SMG) is the marketing division of Superfly Presents, a multi-dimensional entertainment agency and co-creator of the iconic Bonnaroo Music & Arts Festival, as well as other groundbreaking experiential events. Building upon Superfly's success as a touchstone for the millennial audience and leveraging the company's expertise with best in class production, SMG launched in 2009 as a strategic partner to brand marketers also attempting to reach this desirable target and drive lifestyle trends. Through its unique market insights, organic consumer approach, and robust industry relationships, SMG has been successful in developing creative programming and strategic marketing programs for a who's who of corporate titans both at Superfly-produced festivals and as standalone marketing programs. www.superflymarketinggroup.com

About JetBlue

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. In 2010, the carrier also 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 sixth 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 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.

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

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