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Sep 15, 2010

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Value airline's transition to Sabre was a major milestone in its ten year history-

NEW YORK, Sept 15, 2010 /PRNewswire via COMTEX/ --

JetBlue Airways (Nasdaq: JBLU) today announced that it made this year's InformationWeek 500, an annual listing of the nation's most innovative users of business technology. This is the first year JetBlue has made the prestigious list and it comes in a year of great change and investment in the airline's technology systems, specifically its migration into Sabre. The 2010 list was revealed last night at a gala awards ceremony at the exclusive InformationWeek 500 Conference held at the St. Regis Monarch Beach Resort, Dana Point, CA.

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"It is an honor for JetBlue to be part of the InformationWeek's 500 list," said Joe Eng, CIO of JetBlue. "At JetBlue, it is not just about technology innovation, it is about business enablement through technology. How we as JetBlue drive our business strategy and transformation forward and that how technology is a key part of making that happen."

This recognition comes as a result of the value airline's transition to Sabre Customer Sales and Service and overhaul of the airline's loyalty program, TrueBlue- JetBlue's customer loyalty program- successful business and technology changes. Both projects were implemented during the first quarter of 2010. "This award comes as a worthy recognition to the hard work its crewmembers have been doing over the years to honor the commitment the airline has to its customers to provide the best service in the skies," Mr. Eng said.

"For 22 years, the InformationWeek 500 has honored the most innovative users of business technology," said InformationWeek Editor In Chief Rob Preston. "As we start to emerge from the worst recession in decades, the IT focus is now on driving growth--new sources of revenue, new relationships with customers, even new business models. This year's ranking placed special emphasis on those companies and business technology executives leading that charge."

InformationWeek identifies and honors the nation's most innovative users of information technology with its annual 500 listing and also tracks the technology, strategies, investments and administrative practices of America's best-known companies. Top winners have included: CME Group, Conway, National Semiconductor, Kimberly-Clark, Hilton Hotels and Unum. The InformationWeek 500 rankings are unique among corporate rankings as it spotlights the power of innovation in information technology, rather than simply identifying the biggest IT spenders.

Additional details on the InformationWeek 500 can be found online at www.informationweek.com/iw500/.

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. 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 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. The airline also intends to serve Providenciales, Turks & Caicos Islands in February, 2011. 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 InformationWeek Business Technology Network (http://www.informationweek.com/)

The InformationWeek Business Technology Network provides IT executives with unique analysis and tools that parallel their work flow - from defining and framing objectives through to the evaluation and recommendation of solutions. Anchored by InformationWeek, the multimedia powerhouse that looks across the enterprise, the network scales across the most critical technology categories with online properties like DarkReading.com (security), IntelligentEnterprise.com (application architecture), NetworkComputing.com (networking and communications) and PlugintotheCloud.com (cloud computing). The network also provides focused content for key IT audiences, such as CIOs, developers, SMBs and IT Support Managers via InformationWeek Global CIO, Dr. Dobb's, InformationWeek SMB, and HDI respectively, as well as vital vertical industries with InformationWeek Financial Services, Government

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