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

JetBlue Airways (Nasdaq: JBLU) today named Joanna Geraghty Executive Vice President, Chief People Officer, effective immediately. Ms. Geraghty previously served as Vice President, Associate General Counsel and Director, Litigation and Regulatory for the New York-based airline. She has been with JetBlue since March 2005. She will report to Chief Executive Officer Dave Barger.

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"Joanna is the perfect combination of technical knowledge and passion for JetBlue's culture and crewmembers," Mr. Barger said. "For JetBlue, culture is as important as our brand, and in fact, we believe they are intertwined. Joanna has successfully advocated for JetBlue's crewmembers, and in her new role, will have a greater influence on building JetBlue in our second decade."

"It is a tremendous honor to serve JetBlue's 13,300 crewmembers in this capacity," Ms. Geraghty said. "JetBlue's people have always been the secret ingredient to our success. It is my intention to strengthen our culture, where every crewmember has a voice and the opportunity to help shape their experience, and where all crewmembers and crewleaders are valued, appreciated and understand their role in the company's success, and share in that success."

"Joanna has helped shape JetBlue from our very beginning," said James Hnat, JetBlue's EVP-Corporate Affairs and General Counsel. "She's a natural leader for JetBlue, and will ensure we remain focused on our mission to bring humanity back to air travel. JetBlue's crewmembers are in good hands."

Before joining JetBlue, Ms. Geraghty was a partner at Holland & Knight, in their Litigation Section located in New York. There, she handled complex litigation and regulatory issues, with a particular emphasis on aviation matters. She received her B.A. from the College of the Holy Cross in 1994, her Masters in International Relations from the Maxwell School of Citizenship and Public Affairs at Syracuse University in 1997, and her J.D. from Syracuse University College of Law in 1997.

**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.

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