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

JetBlue Airways (Nasdaq: JBLU), is pleased to announce the Airline Passenger Experience Association (APEX) has awarded the value airline with Best Cabin Ambiance at the 2010 Passenger Choice Awards(TM).

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The red-carpet event was held on September 13 during the Annual Conference & Exhibition, the venue for exhibitors to showcase new products and innovations that will improve the airline cabin environment in the future and further enhance the air travel experience. The Passenger Choice Awards(TM), created by APEX and voted on by the traveling public, was designed to recognize the airlines for their service, products and innovations.

"We're very proud to be recipients of the APEX's Passenger Choice Awards," said Jeff Pelch, Senior Analyst Product Development at JetBlue. "We strive to deliver the best in-flight experience possible, complete with leather seating, the most legroom in coach, free snacks and drinks and over 140 channels of free live entertainment delivered on our seatback TVs, and we're very happy to see our customers enjoy it." (a) (b)

A dozen awards in a range of categories were given to the individual airlines that provided the best passenger experience service to the customer, based on their travels. Passengers voted via an online survey launched in June.

APEX, formerly known as the World Airline Entertainment Association (WAEA), hosted the awards ceremony at the Long Beach Convention Center in Long Beach, California. This week's conference has drawn more than 2,000 attendees from across the world. The expo will continue through 16 September. APEX is proud to foster innovation in the airline industry. Become a fan of the Passenger Choice Awards on Facebook. To learn more about APEX, visit www.apex.aero. Follow APEX on Twitter@theAPEXassoc.

APEX:

APEX members provide excellence in passenger experience. From designing, building and installing multi-million dollar network TV and data systems on commercial aircraft to the delivery of the inflight movies, TV and games; from the inflight magazines you read to the moving map display showing the flight's progress, APEX is committed to providing the best possible airline experience for passengers around the world. APEX is professionally managed by Kellen Company, the premier global association management firm with offices and representation in the United States, Europe, China, the Middle East, India and Southeast Asia.

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.

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

(b) DIRECTV(R) service is not available on flights outside the continental United States; however, where applicable in-flight movies are offered complimentary on these routes.

SOURCE JetBlue Airways

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