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Multiple Latin artists will perform during the year as part of JetBlue's first-ever venue sponsorship --

FORT LAUDERDALE, Fla., Sept 23, 2010 /PRNewswire via COMTEX/ --

JetBlue Airways (Nasdaq: JBLU) today proudly announces the beginning of the JetBlue Latin Concert Series at South Florida's BankAtlantic Center this Saturday, Sept. 25 at 8:00 p.m., with a concert by globally-renowned Colombian artist Shakira. The Live Nation-produced tour is the first in a series of JetBlue's ongoing partnerships with Sunrise Sports & Entertainment, as the Official and Exclusive Airline Partner of the National Hockey League's Florida Panthers and a Pillar Partner of the BankAtlantic Center, its first-ever venue sponsorship.

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

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JetBlue, along with Sunrise Sports & Entertainment have teamed up to create the JetBlue Latin Concert Series, which will consist of a series of BankAtlantic Center events from now through the 2010-2011 season. The series will kick off with Shakira and will be followed by additional artists and concert dates, to be announced in the coming weeks.

"JetBlue is proud to partner with BankAtlantic Center to bring what is sure to be an amazing concert series for the community of South Florida," said Marty St. George, senior vice president of commercial and marketing strategy at JetBlue. "Fort Lauderdale is one of JetBlue's most important cities and we're excited to deliver as great an entertainment experience here on the ground as we do on-board."

"The JetBlue Latin Concert Series is yet another unique element to JetBlue's innovative partnership with SSE," said SSE president & COO Michael Yormark. "It also stands as the latest example of how SSE is willing to break the mold to activate partnerships and provide sponsors with incredible exposure and maximum return on investment."

Shakira, one of the most exciting and successful global artists in recent history, with more than 214 award nominations and more than 50 million albums sold worldwide, has announced her 2010 global tour and her highly anticipated return to North America.

JetBlue Airways has enjoyed a long-term and successful relationship with South Florida: its first flight arrived to Fort Lauderdale in February of 2000 and now more than 850 crewmembers make part of the JetBlue South Florida family, who are proud and committed to its extensive network there. The airline offers service to 18 nonstop destinations from its focus city at Fort Lauderdale, including direct service to Cancun, Mexico; Nassau, Bahamas; Santo Domingo, Dominican Republic; and San Juan, Puerto Rico. Customers can also connect to more than 15 continental U.S. destinations from Fort Lauderdale through JetBlue's other focus cities, like New York's John F. Kennedy International Airport and Boston's Logan International Airport.

Customers enjoy JetBlue's award-winning customer service and in-flight experience, including all-leather seats with personal seatback TVs and Lots of Legroom. When flying between destinations in the continental U.S., customers are treated to 36 channels of free live, DIRECTV(R) programming, including FOX, CBS and NBC as well as ESPN, ESPN 2, ESPN News, ESPN U and Setanta Sports. A selection of JetBlue Features movies is also available for a small charge. Customers can surf more than 100 channels of XM Satellite Radio(R).

About Sunrise Sports & Entertainment

Sunrise Sports & Entertainment is the premier company of its kind in South Florida. Follow us on Twitter, Facebook, MySpace and YouTube. Home to more than 200 events annually and the Florida Panthers Hockey Club, the BankAtlantic Center was a finalist for Arena of the Year in annual awards given by trade publication Pollstar. The BankAtlantic Center welcomes more than two million guests each year and is also the home of Sawgrass Live presented by BankAtlantic.

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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