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-- After New York City's launch events for her new album, "Speak Now," Taylor Swift will conduct a promotional in-flight concert on JetBlue, "Flight Across America," en route to Los Angeles --

NEW YORK, Oct 21, 2010 /PRNewswire via COMTEX/ --

JetBlue Airways (Nasdaq: JBLU), the airline known for providing customers the best free live entertainment in the skies, proudly announces an intimate, live performance by Taylor Swift on Wednesday, October 27 at its state-of-the-art Terminal 5 (T5) at New York's John F. Kennedy International Airport (JFK). After visiting New York City in late October for the launch of her new album, "Speak Now," her performance at JetBlue's T5 will precede a "Flight Across America" charter flight during which Taylor will conduct a promotional in-flight concert while en route to Los Angeles.

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

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The *Live from T5* concert will take place post-security in the Marketplace at JetBlue's JFK Terminal and is not available for public purchase. Customers traveling with JetBlue Wednesday, October 27, through Terminal 5 at JFK, will receive an unexpected surprise with Taylor's live performance.

"Our *Live from T5* concert series has received great customer acclaim and we are happy to continue including artists to it like internationally acclaimed Taylor Swift to the line-up. This gives our customers a free, live entertainment experience and intimate access to one of the most popular artists in the industry today," said Fiona Morrisson, director brand management and advertising at JetBlue. "We are constantly looking for ways to provide a one-of-a-kind travel experience that's valuable, fun and unexpected for our customers, whether that's on the ground at Terminal 5 or in the air on a JetBlue flight."

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, andlifestyleevent production.*Live from T5* features hand-picked emerging artists from around the U.S. on select evenings throughout the year. During 2010 the series hosted artists like Sarah McLachlan and rock band Daughtry.

JetBlue is known for its live in-flight entertainment system boasting 36 channels of free DIRECTV(R) programming and more than 100 channels of free XM Radio(R) on personal seatback TVs (a). Customers can kick back at every comfortable leather seat, offering the most legroom in coach of any U.S. airline (b) 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. Complimentary movies are offered on JetBlue's flights to the Caribbean and Latin America.

About Taylor Swift

Taylor Swift is a four-time GRAMMY winner, the top-selling digital artist in music history, has had singles top both the Country and Pop radio charts, and had the #1 best-selling album in any genre of music in 2009. This year, at the age of 20, she became the youngest artist in history to win the music industry's highest honor, the GRAMMY Award for Album of the Year. Also at the 2010 GRAMMYs, she took home the awards for Country Album of the Year, Best Country Song, and Best Country Female Vocal Performance. Her 6x-Platinum FEARLESS album is the most awarded album in Country music history. Taylorwill release her third studio album, SPEAK NOW, on October 25th of this year.

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 indeveloping creative programming and strategicmarketing programs for a who's who of corporate titans both at Superfly-produced festivals and as standalone marketing programs.www.superflymarketinggroup.com

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 offers the most legroom in coach of any U.S. airline (based on average fleet-wide seat pitch) 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 600 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, subject to receipt of government operating authority. 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) Live satellite TV and radio programming is not available on flights outside the continental U.S.

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

SOURCE JetBlue Airways

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