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-- ATCO/Atlantic recording group to perform best-selling favorites from the new box set "ALL I WANT FOR CHRISTMAS" for customers traveling through Terminal 5 at JFK on Dec. 1 --

NEW YORK, Nov. 23, 2010 /PRNewswire via COMTEX/ --

JetBlue Airways (Nasdaq: JBLU) today announced acclaimed a cappella group Straight No Chaser (SNC) will perform a collection of holiday-themed favorites on Dec. 1, 2010 as part of the airline's popular *Live from T5* concert series, a one-of-a-kind travel experience that brings chart-topping entertainment to customers traveling through Terminal 5 (T5) at New York's John F. Kennedy International Airport (JFK). Straight No Chaser will perform post-security in the Marketplace at JetBlue's T5 at 1:30 p.m. The *Live from T5* concert will be an unexpected holiday surprise for ticketed customers traveling through JFK during that time.

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

The ATCO/Atlantic recording group whose You Tube videos have already garnered nearly 25 million views, is currently on an extensive North American tour for the release of their first-ever box set, "ALL I WANT FOR CHRISTMAS," which includes the group's best-selling albums, "HOLIDAY SPIRITS" and "CHRISTMAS CHEERS," as well as the full-length concert DVD of the PBS Special, "LIVE IN NEW YORK: HOLIDAY EDITION." On the road, Straight No Chaser has built a reputation as an unforgettable live act.

"We constantly look for ways to redefine the travel experience for our customers by providing fun, unique and out of the blue amenities like free, live entertainment by some of the most popular artists in the industry today," said Fiona Morrison, director brand management and advertising at JetBlue. "We are pleased to offer travelers a holiday twist on our *Live from T5* concert series this season with the chart-topping Straight No Chaser group."

In 2008, Straight No Chaser re-energized holiday classics such as "Silent Night" and "Christmas (Baby Please Come Home)" with their debut album release, "HOLIDAY SPIRITS." The album spent 14 days in the #1 slot on Amazon.com, and five days at the top spot overall on iTunes. The group's now famous YouTube sensation, "The 12 Days of Christmas," peaked in the top 10 on the Christmas radio chart and reached the top 15 at AC. Last year brought the release of "CHRISTMAS CHEERS," which proved a top 50 smash on the Billboard 200 album chart. The collection features a further selection of holiday-themed classics, reworked in the group's inventive and original style.

By the end of 2010, the group will have sold more than 225,000 tickets to 160 shows, more than half of which sold out in advance. "WITH A TWIST," a collection of pop favorites released this past spring, debuted in the top 30 on the Billboard 200 album chart. Over the summer, the group held a hugely successful residency at Harrah's Resort Atlantic City, where they performed 40 shows in eight weeks.

In 2010, artists including Taylor Swift, Sarah McLachlan and rock band Daughtry played surprise, live performances for customers in JetBlue's *Live from T5* concert series. The series debuted in 2009 and has also featured hand-picked emerging artists from around the U.S., including 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.

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 Straight No Chaser

Founded at Indiana University in the fall of 1996, Straight No Chaser's goal was to expand the boundaries of the traditional college a cappella group. In 1999, the graduating members of Straight No Chaser chose their replacements, ensuring that the new tradition they had created would continue on with successive generations of IU undergrads. Then, in 2006, the unexpected happened - Indiana University decided to host a reunion concert for the original members. In honor of the event, original group member Randy Stine posted footage from one of their 1998 concerts online and to the group's surprise, their version of "The 12 Days of Christmas" - interpolating Toto's "Africa" - became the hottest viral video of the holiday season. Among the millions of viewers

was Atlantic Records Chairman/CEO Craig Kallman, who tracked Straight No Chaser down and promptly signed them to the label.

Three albums, an EP and a box set later, ATCO/Atlantic recording group Straight No Chaser has garnered more than 500,000 in cumulative sales fueled by TV appearances including ABC "World News," HLN, "Today," CBS's "Early Show," and "Late Night with Jimmy Fallon." Their YouTube videos are nearing an astonishing 25 million views, and they've built a reputation as an unforgettable live act, selling more than 225,000 tickets in 2010 alone. This fall, the group released All I Want For Christmas, a 2 CD/1 DVD box set bundling their two holiday albums, Holiday Spirits and Christmas Cheers, along with a never-before-commercially released live DVD, "Live in New York: Holiday Edition."

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 63 cities with 600 daily flights. The airline intends to serve Providenciales, Turks & Caicos Islands in February 2011, subject to receipt of government operating authority. The airline also intends to serve Anchorage, Alaska in May 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) 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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