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- New York's hometown airline also ranks #2 in 'Best Value' and 'Best Luggage Policy' categories for second year in a row -

NEW YORK, Nov. 29, 2010 /PRNewswire via COMTEX/ --

JetBlue Airways (Nasdaq: JBLU) today received honors in six categories in this year's Zagat Airline Survey, including #1 for 'Best Rated Large Domestic Airline' for Economy Class and 'Best In-flight Entertainment' for domestic flights for the third straight year. New York's hometown airline also ranked second in 2009 and 2010's survey in the 'Best Value' and 'Best Luggage Policy' categories. Finally, JetBlue took home third place for 'Best Consumer On-Time Estimates' in the U.S. and 'Most Green' airline.

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

"JetBlue is a people-first airline, with a goal of bringing humanity back to air travel by offering the best experience for our customers - great service, superior value and a whole lot more for their airfare," said Fiona Morrisson, director of brand and advertising for JetBlue. "These accolades are a testament to the high-quality, friendly service that our more than 13,000 crewmembers deliver to our customers every day of the year. We are honored to be selected by Zagat's surveyors and our customers for these top awards for three years and counting."

The survey is based on the experiences of over 8,000 frequent fliers and travel professionals who rated 16 domestic and 74 international airlines, and 30 domestic U.S. airports. Each airline was separately rated on its premium and economy service for both domestic and international flights. The average surveyor took 17.4 flights in the past year aggregating 139,300 trips.

Most recently, JetBlue's award-winning services were highlighted in a series of hidden camera scenarios as part of the airline's *You Above All* campaign. The situations, called *Ground Rules,* are featuredon the airline's YouTube page to convey real people in real situations being deprived of things they've come to expect on JetBlue.

Customers enjoy JetBlue's award-winning customer service and in-flight experience, which offers more value with a first checked bag free (a), more comfort with all-leather seating and the most legroom in coach of any U.S. airline (b), and more free live entertainment with 36 channels of DIRECTV(R) programming and more than 100 channels of XM Satellite Radio(R). Fans flying JetBlue through January 2, 2011 won't miss a minute of football action when traveling on the value airline to more than 50 destinations across the U.S. The airline also recently added DIRECTV's NFL SUNDAY TICKET(TM), the world's most popular video service's exclusive sports subscription package, to its free, live programming lineup (c) offering customers access to up to 14 games every Sunday between 12 - 8 p.m. throughout the regular NFL season.

About JetBlue Airways

New York-based JetBlue Airways has created a new airline category based on value, service and style. In 2010, the carrier 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) Baggage size and weight limits apply

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

(c) Live satellite TV and radio programming is not available on flights outside the continental U.S.

SOURCE JetBlue Airways

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