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Custard/Atlantic recording artist celebrates the release of his much-anticipated new album, "SOME KIND OF TROUBLE," with an intimate, live performance for JetBlue travelers --

NEW YORK, Jan. 10, 2011 /PRNewswire via COMTEX/ --

New York's live in-flight entertainmentleader JetBlue Airways (Nasdaq: JBLU) proudly announces a free, private concert by Custard/Atlantic recording artist James Blunt on Tuesday, January 18 at Terminal 5 (T5) at John F. Kennedy International Airport (JFK). The *Live from T5* concert will celebrate the release of five-time Grammy nominated, British singer/songwriter Blunt's hugely anticipated new album "SOME KIND OF TROUBLE," which lands at U.S. stores and online retailers that same day.

"JetBlue is constantly seeking ways to provide fun, unique experiences for our customers, both on the ground and in the air, and we are happy to give travelers the opportunity to be center stage with *Live from T5*'s private performances," said Lisa Borromeo, manager of brand and partnerships at JetBlue. "Aligning with his upbeat, newfound sense of spontaneity on the new album, we are thrilled to add five-time Grammy-nominated artist James Blunt to the series line-up."

Live from T5 concerts take place post-security in the Marketplace at JetBlue's T5 at JFK, and are not available for public purchase. Customers traveling with JetBlue have also enjoyed unexpected live performances by internationally renowned artists like Taylor Swift, Sarah McLachlan and rock band Daughtry. Now in its third year, the series has also featured emerging artists from around the U.S., including DJ Mark of VHS or Beta, Straight No Chaser, Dan Dyer, Nicole Atkins, American Princes, Alberta Cross, Justin Townes Earle, among others. 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.

Discriminating travelers choose JetBlue for its award-winning customer service and well-known product features, including a live in-flight entertainment system with more than 140 channels of free programming on personal seatback TVs (a) and reasonably priced first-run JetBlue Features movies from major Hollywood studios (b). Customers also enjoy comfy, leather-clad seats that go easy on the legs with knee space that rivals any other U.S. airline in coach (c) and an abundance of complimentary snacks and drinks for the ride.

About James Blunt

With global album sales now at a staggering 18 million, James Blunt is without question among the most gifted and successful singer/songwriters of his generation.He first captured the world's attention in 2005 with his 2x RIAA platinum-certified debut, "BACK TO BEDLAM," which featured the history-making #1 classic, "You're Beautiful.""ALL THE LOST SOULS" followed two years later, debuting atop the album charts in 10 countries and earning unanimous critical acclaim for such hits as "1973 and "Same Mistake." For up-to-the-minute news and information, please visit www.jamesblunt.com and www.myspace.com/jamesblunt.

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

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 and 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) First-run features are available for $6 on flights longer than two hours. Complimentary movies are offered on JetBlue's flights to the Caribbean and Latin America.

(c) 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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