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NEW YORK, Feb. 24, 2011 /PRNewswire via COMTEX/ --

JetBlue Airways (Nasdaq: JBLU) today announces the appointment of Jenny Dervin to the position of Vice President Corporate Communications, effective immediately. Ms. Dervin will report to James G. Hnat, Executive Vice President, Corporate Affairs and General Counsel.

"Jenny is the embodiment of JetBlue's values and brand," Mr. Hnat said. "She brings passion and energy to this critical position and has been instrumental in developing JetBlue's globally recognized communications strategy. I look forward to her leadership of our great team of communications professionals."

Ms. Dervin started her airline career with TWA in Chicago in 1993, and then joined Delta Air Lines in 1999. She has held a number of communications positions of increasing responsibility before joining JetBlue in 2005 as Director Corporate Communications. She succeeds Todd Burke, who retired from JetBlue in 2010. In her new role, she will have oversight of JetBlue's internal, external and social media communications strategy and execution.

"It's an honor to serve JetBlue's crewmembers in this capacity," Ms. Dervin said. "JetBlue has a great story to tell, especially as we enter our second decade with such a strong foundation of service, transparency and respect for our crewmembers and customers."

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 64 cities with more than 600 daily flights. Later this year JetBlue plans to introduce service to Anchorage, Alaska and Martha's Vineyard, Mass. With JetBlue, all seats are assigned, all fares are one-way, and an overnight stay is never required. For information call +1 800 538 2583 from the U.S.A., TTY/TDD +1 800 336 5530, or visit www.jetblue.com.

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