Mixing it up! JetBlue Airways is Updating its Channel Line-up

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Starting today customers across the JetBlue network will be able to tune in to popular channels Univision and Lifetime -

NEW YORK, March 1, 2011 /PRNewswire via COMTEX/ --

JetBlue Airways (Nasdaq: JBLU) will be updating its on-board channel line-up today to include two crowd favorites: Univision, one of the top five networks regardless of language in the United States, and Lifetime, the best source for women's entertainment. The channels will replace two of the existing channels and be part of the 36 free DIRECTV(R) options customers have on board JetBlue flights (a).

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

"JetBlue is constantly looking to refresh its product and provide customers with the best experience in the sky," said Sam Kline, Senior Analyst of Product Development for JetBlue Airways. "With Univision and Lifetime in the channel line-up our customers will be able to get their news in Spanish and watch the latest Project Runway! What more could you possibly want?"

"Lifetime isexcitedto bring our programmingbrandto JetBlue's flying customers,"saidMark Garner,Senior Vice President ofDistribution, Business Developmentand Marketing for A&ETelevision Networks. "Our partnership withJetBluebrings viewersa continuation of the Lifetime experiencein-flight."

"We are thrilled to join JetBlue's TV channel lineup offering customers access to Univision's world-class content and some of Hispanic America's most recognizable personalities," said Ruth Gaviria, Senior Vice President, Corporate Marketing, Univision Communications Inc.

In addition to the 36 channels of free, live television programming delivered on personal seatback TVs, including most major networks, JetBlue customers travel in comfort and style under the care of the airline's award-winning customer service crewmembers. When traveling on JetBlue to more than 60 destinations across the U.S., Latin America and the Caribbean, customers will be able to comfortably enjoy all the programming with JetBlue's leather seats and the most legroom in coach of any U.S. airline (b).

About LifetimeTelevision

Lifetime Television is committed to offering the highest quality entertainment and information programming, and advocating a wide range of issues affecting women and their families. Lifetime Television(R), Lifetime Movie Network(R), Lifetime Real Women(R) and Lifetime Digital(TM) (which includes myLifetime.com, LMN.tv, Lifetime Games, Roiworld.com, DressUpChallenge.com, MothersClick.com and LifetimeMoms.com) are part of Lifetime Entertainment Services, LLC, a subsidiary of A&E Television Networks, LLC. A&E Television Networks is a joint venture of the Disney-ABC Television Group, Hearst Corporation and NBC Universal.

About Univision Communications Inc.

Univision Communications Inc. (UCI) is the premier media company serving the U.S. Hispanic community. Its assets include Univision Network, one of the top five networks in the U.S. regardless of language and the most-watched Spanish-language broadcast television network in the U.S. reaching 95% of U.S. Hispanic Households; TeleFutura Network, a general-interest Spanish-language broadcast television network, reaching 85% of U.S. Hispanic Households; Galavision, the country's leading Spanish-language cable network; Univision Studios, which produces and co-produces reality shows, dramatic series and other programming formats for the Company's platforms; Univision Local Media, which owns and/or operates 62 television stations and 70 radio stations in major U.S. Hispanic markets and Puerto Rico; Univision Interactive Media, which includes Univision.com, the leading Spanish-language Internet destination in the U.S., and Univision Movil, the industry's most comprehensive Spanish-language suite of mobile offerings; and TuTv, U.S. outlet for pay television channels of Mexico-based Grupo Televisa. Headquartered in New York City, UCI has television network operations in Miami and television and radio stations and sales offices in major cities throughout the United States. For more information, please visit http://www.univision.net.

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.

(a) Live satellite TV and radio programming is not available on flights outside the continental U.S.Complimentary movies are offered on JetBlue's flights to

the Caribbean and Latin America.

(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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