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To celebrate, JetBlue is offering $20 off roundtrip travel at www.jetblue.com/tff between New York's JFK and Buffalo, Rochester or Syracuse --

NEW YORK, April 5, 2011 /PRNewswire via COMTEX/ --

JetBlue Airways (Nasdaq: JBLU), New York's Hometown Airline, today proudly announces its leading role as the Official & Exclusive Airline of the 2011 Tribeca Film Festival (TFF), one of the world's premier celebrations of independent film and culture. JetBlue will be the Co-Sponsor of the Spotlight section, the Festival's narrative and documentary program which features major talent and notable subject matter, as well as the Co-Sponsor of The Tribeca Drive-In, the three-night, iconic outdoor screening series held along the Hudson River at the World Financial Center Plaza.

(Logo: http://photos.prnewswire.com/prnh/20110404/NY76997LOGO)

To celebrate their heritage and common love of New York as well as TFF's 10th year, JetBlue is offering a unique promotional code for $10 off each way on the purchase of intrastate travel between New York's John F. Kennedy International Airport and Buffalo, Rochester or Syracuse. Bookings must be made at www.jetblue.com/tff by April 6, 2011 for travel today through June 15, 2011.

"JetBlue and Tribeca are two quintessential local brands that resonate well with the culturally diverse and independent-natured New York community," said Lisa Borromeo, manager of brand and partnerships for JetBlue. "We are honored to team up with the Festival to offer customers unique cultural experiences both on the ground and in the air. JetBlue is proud to be the Hometown Airline and through this partnership we reinforce our commitment and passion for New York."

"JetBlue's unique and dynamic brand is a perfect fit with our Festival, and we're so proud to welcome them as apartner," said Jon Patricof, Chief Operating Officer of Tribeca Enterprises. "One of Tribeca's core values isbringing the community together around filmand culture andit is gratifying that JetBlue shares that commitment."

JetBlue will screen a selection of hand-picked short films from past Tribeca Film Festivals and other footage including filmmaker interviews and movie trailers for customers traveling through its state-of-the-art Terminal 5 at JFK. Highlights and special footage, including a look back at the first 10 years of the Tribeca Film Festival, will also be shown on the JetBlue Features channel of the airline's personal in-flight entertainment system.

Additional terms of the sponsorship include a specially-created film trailer produced for the Festival that will play before public screenings, signage throughout the Festival, and print and online presence.

About the Tribeca Film Festival

The Tribeca Film Festival helps filmmakers reach the broadest possible audience, enabling the international film community and general public to experience the power of cinema and promote New York City as a major filmmaking center.It is well known for being a diverse international film festival that supports emerging and established directors.

Founded by Robert De Niro, Jane Rosenthal and Craig Hatkoff in 2001 following the attacks on the World Trade Center, to spur the economic and cultural revitalization of the lower Manhattan district through an annual celebration of film, music and culture, the Festival brings the industry and community together around storytelling.

The Tribeca Film Festival has screened more than 1,100 films from more than 80 countries since its first edition in 2002. Since inception, it has attracted an international audience of more than 3 million attendees and has generated an estimated $600 million in economic activity for New York City.

About JetBlue

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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