Catch It If You Can: JetBlue's Live From T5 Concert Series Presents Free Orchestra Seat Views With Live Performance From Broadway's Hit Musical CATCH ME IF YOU CAN

Aug 08, 2011

Catch It If You Can: JetBlue's Live From T5 Concert Series Presents Free Orchestra Seat Views With Live Performance From Broadway's Hit Musical CATCH ME IF YOU CAN

The award-winning Broadway show to perform six acts from the hit musical --

NEW YORK, Aug. 8, 2011 /PRNewswire via COMTEX/ --

JetBlue Airways (Nasdaq: JBLU), New York's Hometown Airline, today proudly announces an exclusive, intimate live performance by Broadway's high-flying musical CATCH ME IF YOU CAN on Thursday, August 11, post-security at Terminal 5 (T5) at John F. Kennedy International Airport in New York. As the show's Official & Exclusive Airline Partner, JetBlue's *Live from T5* summer performance, available to ticketed customers, will complement T5's state-of-the-art design and JetBlue's industry-leading customer experience.

(Logo: http://photos.prnewswire.com/prnh/20110330/NY74270LOGO)

"The next best thing to a JetBlue pilot is a singing Broadway pilot," said JetBlue manager of brand and partnerships Lisa Borromeo. "We look forward to this special live performance as we proudly display our love for local culture as New York's Hometown Airline right in our own home at T5."

JetBlue's *Live from T5* Series is pleased to take the leap from vocal performances to include its premiere live theatre performance. Ticketed customers won't have to leave the airport to get their first taste of New York culture when the cast of CATCH ME performs key numbers from the Tony Award-winning show in the airline's performance-worthy T5 terminal. The cast will perform six acts from the musical including Jet Set and Don't Break the Rules.

Travelers choose JetBlue for its award-winning customer service and well-known product features, including live in-flight entertainment on personal seatback TVs with more than 140 channels of free programming (a) and reasonably priced first-run JetBlue Features movies (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 complimentary and unlimited snacks and drinks for the ride.

About CATCH ME IF YOU CAN

CATCH ME IF YOU CAN is the high-flying new musical comedy based on the hit DreamWorks film and the incredible true story that inspired it! Fast-rising Broadway headliner Aaron Tveit (*Next to Normal, Wicked*) stars as Frank W. Abagnale, Jr., a teenager who runs away from home in search of the glamorous life. With nothing more than a boyish charm, a big imagination and millions of dollars in forged checks, Frank successfully poses as a pilot, a doctor and a lawyer - living the high life and winning the girl of his dreams (played by Tony® nominee Kerry Butler (*Xanadu, Hairspray*). Tony winner and Broadway fave Norbert Leo Butz (*Dirty Rotten Scoundrels, Wicked*) plays Carl Hanratty, the dogged FBI agent who chases Frank to the end and finds something he never expected. And Tony nominee Tom Wopat (*Annie Get Your Gun, Chicago*) returns to Broadway as Frank, Sr., who sees his dreams of making it big lived out in his son's fantastic adventures.

CATCH ME features a Tony Award-winning creative team, with a book by Terrence McNally (*The Full Monty, Ragtime*), an irresistible score by Marc Shaiman & Scott Wittman (*Hairspray*), choreography by Jerry Mitchell (*Hairspray, Legally Blonde*) and direction by Jack O'Brien (*Hairspray, The Full Monty, Dirty Rotten Scoundrels*).

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 in developing creative programming and strategic marketing programs for a who's who of corporate titans both at Superfly-produced festivals and as standalone marketing programs. www.superflymarketinggroup.com.

About *Live from T5*

JetBlue's *Live from T5* concert series debuted in 2009 and was developed in partnership with Superfly Marketing Group. It has since grown into a concert series that transforms the travel experience by producing live entertainment for customers traveling through JetBlue's state-of-the-art Terminal 5 at JFK. *Live from T5* features artists from around the world. Over the past three years the series has hosted performances by Robyn, James Blunt, Taylor Swift, Raphael Saadiq, Sarah McLachlan and rock band Daughtry, among others. All *Live from T5* concerts take place post-security in the terminal marketplace.

About JetBlue Airways

JetBlue is New York's Hometown Airline(TM) with other focus cities in Boston, Fort Lauderdale, Los Angeles, and Orlando. 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 as well as super-spacious Even More Space 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 66 cities with 700 daily flights and later this year plans to introduce service to St. Croix and St. Thomas in the U.S. Virgin Islands as well as La Romana, Dominican Republic and Liberia, Costa Rica, subject to government approval. 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

Powered by SITECORE