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Rising artist to perform hits from her critically acclaimed album Lights on Thursday, January 19 --

NEW YORK, Jan. 9, 2012 /PRNewswire via COMTEX/ --JetBlue Airways (Nasdaq: JBLU), New York's Hometown Airline(TM), today proudly announces an exclusive live performance by UK artist Ellie Goulding on Thursday, January 19, 2012. The music-loving airline's latest *Live From T5* concert will be held post-security at Terminal 5 (T5) at John F. Kennedy International Airport (JFK) in New York and will be available to ticketed customers as part of JetBlue's ongoing focus on enhancing the customer experience.

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

The self-taught singer rose to the top of the UK album charts following the release of her debut album, *Lights*, in 2010. Her stateside debut was followed by a national U.S. tour and included TV performances on Saturday Night Live, Live with Regis and Kelly, Jimmy Kimmel Live!, the only performer at the royal wedding of Prince William and Miss Catherine Middleton, and most recently a performance at the National Christmas Tree Lighting Ceremony in Washington, D.C. Goulding is scheduled to appear on Late Night with David Letterman on the eve of her JetBlue performance. Having already conquered her native Britain with the best-selling debut album of 2010, Ellie has also won over American audiences and garnered rave reviews for *Lights*.

"Ellie Goulding's fresh sound and her fast entrance into pop culture stardom is the perfect fit for JetBlue, a young airline with a pop-brand following," said JetBlue Brand Coordinator Albert Hsieh. "JetBlue takes our commitment to fun seriously. Our customers traveling through our home at JFK's T5 will be surprised with a free concert to brighten their airport experience."

Travelers choose JetBlue for its award-winning customer service and well-known product features, including live satellite inflight 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 with extra legroom (c) and complimentary and unlimited snacks and drinks for the ride.

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, including many Grammy Award nominees and winners. Over the past three years the series has hosted performances by Chris Isaak, Jason Derulo, 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

New York-based JetBlue Airways has created a new airline category based on value, service and style. 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) 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 70 cities with 650 daily flights with plans to add three daily flights between Boston and Dallas/Fort Worth in May. 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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