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New York's Hometown Airline(TM), known for value-added amenities like free TVs, comfy leather seats with lots of legroom and a free first-checked bag, earns all-time high score among traveling public --

NEW YORK, June 13, 2012 /PRNewswire via COMTEX/ --New York-based JetBlue Airways (Nasdaq: JBLU) today was awarded highest honors in airline customer satisfaction among low-cost carriers by J.D. Power and Associates 2012 North America Airline Satisfaction Study(SM), an estimable recognition the carrier has earned every year from 2006 to 2011. The value airline also ranked highest in customer satisfaction among all U.S. major airlines in 2005, when low-cost and traditional network carriers were combined in a single category, making this year's achievement its eighth consecutive J.D. Power and Associates award.

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

"We are honored and humbled to be ranked highest among low cost carriers by the traveling public, and to receive this highly-respected and sought-after industry accolade for the eighth consecutive year," said Dave Barger, president and CEO of JetBlue Airways. "It's an historic day at JetBlue and one that would not be possible without the passion, dedication and commitment that each of our 14,000 crewmembers brings to their job every single day. Our culture is defined by the respect, kindness and caring demeanor that we give to each other, which in turn earns us the loyalty of thousands of happy new customers each year."

The 2012 North America Airline Satisfaction Study(SM) measures customer satisfaction among both business and leisure passengers of major North America carriers. The study is based on responses from more than 13,700 passengers who flew on a major North America airline between May 2011 and April 2012. The study was fielded between July 2011 and April 2012. The study measures overall customer satisfaction based on performance in seven measures (in order of importance): cost and fees; in-flight services; boarding/deplaning/baggage; flight crew; aircraft; check-in; and reservation.

This year's survey highlighted that the use of mobile devices to check in for a flight has more than doubled over the last year, and overall satisfaction with the check-in process is highest when passengers check in using a mobile device. To provide customers a simplified and personalized experience, earlier this year JetBlue revealed a refreshed look and feel to its jetblue.com and mobile.jetblue.com sites and introduced a new iPhone application. The digitally-minded airline's new iPhone mobile application provides real time, on-the-go ease for booking, check-in, flight status, and more.

JetBlue, the 'un-airline' of the industry, soared above the rest in this year's in-flight services and aircraft measures. The airline has carved out a niche among competitors that is focused on delivering un-matched value to all customers with its core product offerings, including a first checked bag free of charge (a), unlimited complimentary in-flight snacks and beverages, and a live in-flight entertainment system with 36 channels of free DIRECTV programming and more than 100 channels of free XM Satellite Radio at every comfortable leather seat (b). Customers can expect friendly service from the friendliest crewmembers in the sky while they kick back and enjoy in spacious aircraft cabins, which offer the most legroom in coach of any U.S. airline (c).

About J.D. Power and Associates

Headquartered in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services company providing forecasting, performance improvement, social media and customer satisfaction insights and solutions. The company's quality and satisfaction measurements are based on responses from millions of consumers annually. For more information on car reviews and ratings, car insurance, health insurance, cell phone ratings, and more, please visit JDPower.com. J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

About JetBlue Airways

JetBlue is New York's Hometown Airline(TM) with other focus cities in Boston, Fort Lauderdale/Hollywood, 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 (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 71 cities with 750 daily flights. 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, TTY/TDD +1 800-336-5530, or visit www.jetblue.com.

(a) Baggage weight and size limits apply.

(b) DIRECTV and XM Satellite Radio service are not available on most flights outside the continental United States.

(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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