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

NEW YORK, May 15, 2013 /PRNewswire/ -- 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 2013 North America Airline Satisfaction Study℠, an estimable recognition the carrier has received every year from 2006 to 2013. JetBlue 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 ninth consecutive J.D. Power and Associates award.

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

"Being ranked highest among low cost carriers in customer satisfaction by the traveling public for the ninth consecutive year is an honor and recognition we do not take lightly," said Dave Barger, president and CEO of JetBlue Airways. "Each of the 15,000 crewmembers at JetBlue comes to work committed to our values and motivated to inspire humanity by serving our customers and each other. We aren't perfect, but we learn from experience and keep our focus on creating a unique experience for our customers. Neither goal would be possible without the passion JetBlue crewmembers bring every day, to every flight, for every customer."

The 2013 North America Airline Satisfaction Study℠ measures customer satisfaction among both business and leisure passengers of major North America carriers. The study is based on responses from more than 11,800 passengers who flew on a major North America airline between May 2012 and April 2013. The study was fielded between July 2012 and April 2013. 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 once again highlighted travelers' use of technology during their journey. JetBlue offers its customers a variety of technology options to enhance their travels, from an easy-to-use website to smartphone applications that enable bookings, track their journey, provide real time flight status updates, and integrate with social media. At the same time, JetBlue seeks to offer a high-tech, high-touch travel experience for customers, enhancing technology tools with friendly interactions with JetBlue crewmembers.

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 & Associates is a global marketing information services company providing 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 and ratings for on airlines, hotels and rental car reviews and ratings, cars, retail banking, credit cards, insurance, cell phones, and more, please visit JDPower.com. J.D. Power & Associates is a business unit of McGraw Hill Financial.

About JetBlue Airways
JetBlue is New York's Hometown Airline™ with other focus cities in Boston, Fort Lauderdale, Los Angeles (Long Beach), San Juan and Orlando. Known for its award-winning service and free inflight entertainment 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 77 cities with 800 daily flights and plans to launch service in 2013 to Philadelphia, Pennsylvania, Worcester, Massachusetts, Medellin, Colombia, as well as Lima, Peru and Port-au-Prince, Haiti, subject to receipt of government operating authority. 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) Free first bag subject to weight and size limits and exceptions for itineraries including flights marketed or operated by other airlines.

(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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