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Introducing new concessions and customer-driven playlists -

NEW YORK, Oct. 22, 2013 /PRNewswire/ -- JetBlue Airways (Nasdaq:JBLU) today celebrates the fifth anniversary of its hometown terminal at John F. Kennedy International Airport, Terminal 5. The award-winning terminal, designed by Gensler and created in collaboration with Turner Construction Company, Arup, AECOM (as DMJM Harris) and Rockwell Group, has served more than 50 million customers over the five years it has been open. Known by locals as "T5," JetBlue's state-of-the-art terminal is considered one of the best airline terminals in the world.

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"We built T5 to last, but also to evolve," said Dave Barger, president and CEO of JetBlue Airways. "We have added new stores and concessions, a pay-per-use Airspace Lounge, and we have welcomed partner airlines Hawaiian Airlines and Aer Lingus to T5. The evolution continues, with T5i, our international expansion that will add more gates and amenities, scheduled to open by 2015, and more customer-friendly amenities planned for the future."

JetBlue launched its popular and award-winning Live From T5 concert series in 2009, featuring artists such as Ellie Goulding, Goodie Mob with CeeLo Green, Chris Isaak, Sarah McLachlan, Phillip Phillips, Robyn, Emeli Sande, Taylor Swift, Il Volo and The Wanted.

"T5's central Marketplace was made for events like Live From T5, and we look forward to bringing more artists to our hometown to perform for our customers and crewmembers," said Chan Tran, brand analyst at JetBlue Airways. "In addition, we are partnering with Rockbot to give our customers a way to help create the T5 playlist." Customers will be able to suggest songs for the T5 playlist via Rockbot's free app starting today.

JetBlue continues to refresh the stores and concessions available to its customers as well. "T5 continues to wow our customers with more than 20 restaurants and markets, more than 15 shops and stores, a spa, and more," said Mitch Nadler, JetBlue's director of concessions. "We are excited to welcome local favorite Baked by Melissa and the cosmopolitan WhereTraveler Books + More to T5, and are searching for even more great partners to join us in T5i."

JetBlue's commitment to the customer experience is matched by its commitment to sustainable practices. Construction of T5 was designed to allow maximum natural lighting and air flow to reduce power consumption. Recently, JetBlue partnered with Air Ventures and Royal Waste Services to collect leftover food from participating T5 restaurants and repurpose it for composting at McEnroe Organic Farm in upstate New York. Between October 29-31, JetBlue will host a Greenmarket at T5, featuring food and products from upstate New York, and giving busy travelers a taste of the state.

"JetBlue approaches sustainability in a very New York way," said Sophia Mendelsohn, JetBlue's head of sustainability. "When you think of an airport, farms and composting do not automatically come to mind. We are connecting the two because we know sustainability is an ongoing cycle. The nutritious scraps of food we compost in T5 help make delicious New York produce – it's a great reminder how everything is connected."

JetBlue offers customers at T5 lightning-fast, free Wi-Fi. The ground experience will move to the air very soon, with the airline's introduction of Fly-Fi, the first Ka-band satellite-based connectivity for commercial aviation. "This is one way T5 has influenced the entire JetBlue experience," said Jamie Perry, director of JetBlue products. "Our customers tell us they appreciate the free Wi-Fi at T5 and other JetBlue airports, so we are making our industry-leading Fly-Fi free for the first 30 aircraft installations." JetBlue's Fly-Fi product recently received FAA certification for installation on the airline's A320 fleet, an important milestone.

About JetBlue Airways

As New York's Hometown Airline™ and a leading carrier in Boston, Fort Lauderdale/Hollywood, Los Angeles (Long Beach), Orlando and San Juan, JetBlue carries 30 million customers a year to 79 cities in the US, Caribbean and Latin America with an average of 750 daily flights. With JetBlue, all seats are assigned, all fares are one-way, and an overnight stay is never required. JetBlue's fleet totals 190 aircraft, comprising 130 Airbus A320s, 1 A321 and 59 Embraer 190s. Upcoming destinations include Detroit, Mich.; Savannah, Ga.; and Worcester, Mass.; as well as Port-au-Prince, Haiti; Port of Spain, Trinidad and Tobago; and Lima, Peru, subject to receipt of government approval. For more information please visit JetBlue.com.

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