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ORLANDO, Fla., Nov. 10, 2005 (PRIMEZONE) -- LiveTV(tm), LLC today named Glenn Latta President and announced that Neal Pilson has joined LiveTV's Advisory Board. Mr. Latta formerly served LiveTV as Vice President of Operations and Corporate Development. His promotion is effective immediately.

"I am honored to serve our teammembers and customers in this new role," said Mr. Latta. "Thanks to the passion of our teammembers, we have a future that is brighter than it has ever been."

Mr. Latta is one of the founders of LiveTV, following a 16-year career with Harris Corporation in a variety of leadership positions. LiveTV began as a joint venture between Harris Corporation and BE Aerospace in 1998. LiveTV was acquired by JetBlue in September 2002.

Mr. Latta graduated from North Carolina State University with a B.S. in Mechanical Engineering and is a licensed Professional Engineer. He earned his M.B.A. from the University of North Carolina's Kenan-Flagler Business School and resides with his wife Karen and five children (including two sets of twins) in Melbourne Florida.

"Glenn has been part of LiveTV since the beginning and has been an integral part of the leadership team that has evolved an idea into a world leader in in-flight entertainment," said Tom Anderson, Senior Vice President of JetBlue.

Neal Pilson joins LiveTV's Advisory Board as an independent outside representative.

"We are thrilled to have Neal Pilson join the LiveTV Board of Advisors," said Mr. Latta. "Neal has an exceptional background and experience in all areas of sports television, media, programming and content relationships for domestic and international clients. Neal's programming and media expertise will be a tremendous asset in helping us expand LiveTV's At Home in The Air(tm) Experience."

Mr. Pilson formed Pilson Communications, Inc. in 1995 and has worked with clients including NASCAR, the International Olympic Committee, UBS Bank, the Rose Bowl, Arena Football and Harrah's. Prior to starting his own sports television consulting company, Mr. Pilson was President of CBS Sports. During his 19-year tenure at CBS Sports, he was responsible for negotiating broadcast agreements for all of CBS's major sports franchises including the NFL, NCAA Basketball Tournament, The Masters, and The US Open tennis championship tournament.

Recently Mr. Pilson was named one of the top 20 most influential media executives by the Sports Business Journal. He has lectured at the Stern School of Business at New York University, and at Fordham's Graduate School of Sports Marketing.

Mr. Pilson received an A.B. in History from Hamilton College and an LL.B from Yale Law School.

"JetBlue and LiveTV have truly earned a reputation for innovation and leadership in the airline industry as did CBS in sports television," Mr. Pilson said. "The same principles of sound management and quality products govern whether you are seeking viewers for your programming or customers for your business, and I look forward to working with Glenn and his colleagues."

About LiveTV

LiveTV is a wholly owned subsidiary of JetBlue Airways Corporation and is the world's largest provider of satellite delivered entertainment to commercial aircraft. LiveTV was the first company to provide in-seat satellite television to commercial airlines, launching its DIRECTV(r) service on low-fare carrier JetBlue Airways in 2000. Today LiveTV's customers include AirTran Airways, Frontier Airlines, JetBlue Airways, Virgin Blue Airlines, and WestJet with more than 240 aircraft equipped and a backlog of orders and options for 600 additional aircraft.

LiveTV is an innovative provider of in-flight entertainment products and services such as DIRECTV(r), Bell ExpressVu, XM Satellite Radio, wireless aircraft data link services, Digital Servers for stored content, and cabin surveillance systems for commercial aircraft. LiveTV is the largest provider of satellite TV systems to commercial airlines. The LiveTV system includes individual seatback monitors at every seat, armrest mounted channel, brightness, and volume controls that allow passengers to select from up to 36 channels of satellite programming. For more information, visit LiveTV on the World Wide Web at www.livetvifs.com.

The LiveTV logo is available at: http://www.primezone.com/newsroom/prs/?pkgid=2067

This press release contains statements of a forward-looking nature which represent our management's beliefs and assumptions concerning future events. Forward-looking statements involve risks, uncertainties and assumptions and are based on information currently available to us. Actual results may differ materially from those expressed in the forward-looking statements due to many factors, including without limitation, our extremely competitive industry, our ability to implement our growth strategy including the integration of the EMBRAER 190 aircraft into our operations, our significant fixed obligations,

our ability to maintain our culture, our reliance on high daily aircraft utilization, increases in maintenance costs, fuel prices, insurance costs and interest rates, our dependence on the New York market, our reliance on automated systems and technology, our reliance on sole suppliers, additional government regulation and future acts of terrorism or the threat of such acts or escalation of U.S. military involvement overseas. Information concerning these and other factors is contained in the Company's Securities and Exchange Commission filings, including but not limited to, the Company's 2004 Annual Report on Form 10-K/A and Quarterly Reports on Form 10-Q and 10Q/A. We undertake no obligation to update any forward-looking statements to reflect events or circumstances that may arise after the date of this release.

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