

Press Release

J.D. Power and Associates Reports: JetBlue and Continental Continue to Rank Highest in Airline Customer Satisfaction

Generation X and Y Passengers Report that High-Tech Amenities are “Must-Haves” While Flying

WESTLAKE VILLAGE, Calif.: 19 June 2007 — Despite severe delays and flight cancellations caused by weather and computer malfunctions in the past year, JetBlue Airways again ranks highest among low-cost airline carriers, while Continental Airlines ranks highest among traditional network carriers, according to the J.D. Power and Associates 2007 North America Airline Satisfaction StudySM released today.

The study measures overall customer satisfaction based on performance in seven measures (in order of importance): cost and fees; flight crew; in-flight services; aircraft; boarding/deplaning/baggage; check-in and reservation.

JetBlue ranks highest overall for a third consecutive year, earning the highest ranking for low-cost carriers in 2006 and 2007. Low-cost carriers are defined as airlines that operate single-cabin aircraft with typically low fares. JetBlue also earns particularly high ratings in the low-cost carrier segment across all seven customer satisfaction measures—despite a double-digit segment decline in overall satisfaction since 2006. JetBlue achieves an overall satisfaction index score of 810 of a possible 1,000 points and is followed in the rankings by Frontier Airlines (750) and Southwest Airlines (744).

“JetBlue continues to lead in satisfaction with low-cost carriers by a significant margin,” said Linda Hirneise, executive director of the travel practice at J.D. Power and Associates. “Although the airline fell prey to severe weather delays in February 2007, they have been able to retain feelings of goodwill among their passenger base. However, other low-cost carriers are working to close the gap. Frontier Airlines, for example, increases by two rank positions and improves in all seven measures of satisfaction, including the most important driver of overall satisfaction—cost and fees. Certainly, no carrier can rest on its laurels in this competitive and constantly evolving industry.”

Continental Airlines, which ranks highest for a second consecutive year in the traditional network carrier segment, earns an overall satisfaction index score of 704, and improves in six measures: reservations, check-in, boarding/deplaning/baggage, aircraft, flight crew, and cost and fees. Delta Air Lines and American Airlines follow in the rankings with index scores of 680 and 670, respectively. Traditional network carriers are defined as airlines that operate multicabin aircraft and use multiple airport hubs.

“Not only does Continental maintain its position as the highest-ranked traditional network carrier, but it also improves in overall satisfaction by seven index points over the 2006 study,” said Hirneise. “Continental’s continuous improvement is a prime example of its commitment to service excellence.”

The study also finds that passengers in various age ranges report different preferences for “must-have” amenities. While passengers among all age groups report that complimentary meals and in-flight movies are the amenities they want most during a flight, higher percentages of younger passengers express a desire for high-tech amenities. Among Generation X passengers (those born between 1965 and 1976), 54 percent say they would like to have in-seat satellite or live TV, while Generation Y passengers (born between 1977 and

1994) are seven times more likely to want in-flight video games than are Pre-Boomers (born in 1945 and earlier).

“Airline passengers want the comforts of home as they fly, and members of Generations X and Y are becoming the new breed of flyers,” said Hirneise. “They expect to be able to work long hours on their computers and travel with electronic devices such as video games and MP3 players, and want power outlets on airplanes. These passengers also want various modes of entertainment to keep them in a pleasant frame of mind. As airlines look toward the future, integrating the wants and needs of these passengers will become increasingly important.”

The 2007 North America Airline Satisfaction Study measures customer satisfaction of both business and leisure travelers with major North American carriers that earn at least \$1 billion a year in passenger revenue, based on Department of Transportation statistics. The study is based on responses from 9,653 passengers who flew on a major North American airline between April 2006 and April 2007.

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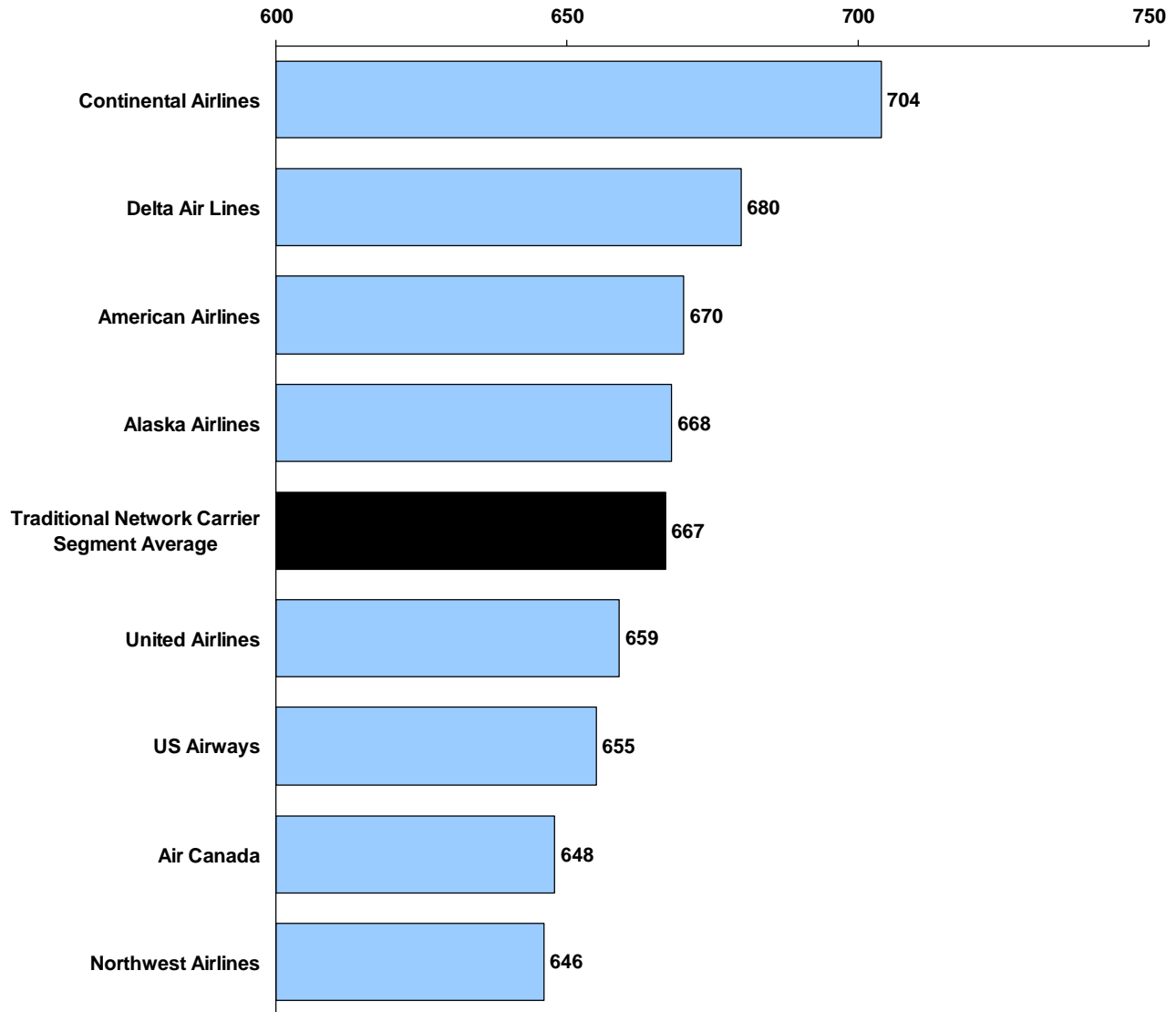
(Page 2 of 2)

NOTE: Two charts follow.

J.D. Power and Associates 2007 North America Airline Satisfaction StudySM

Overall Airline Satisfaction Index Scores Traditional Network Carrier Segment

(Based on a 1,000-point scale)



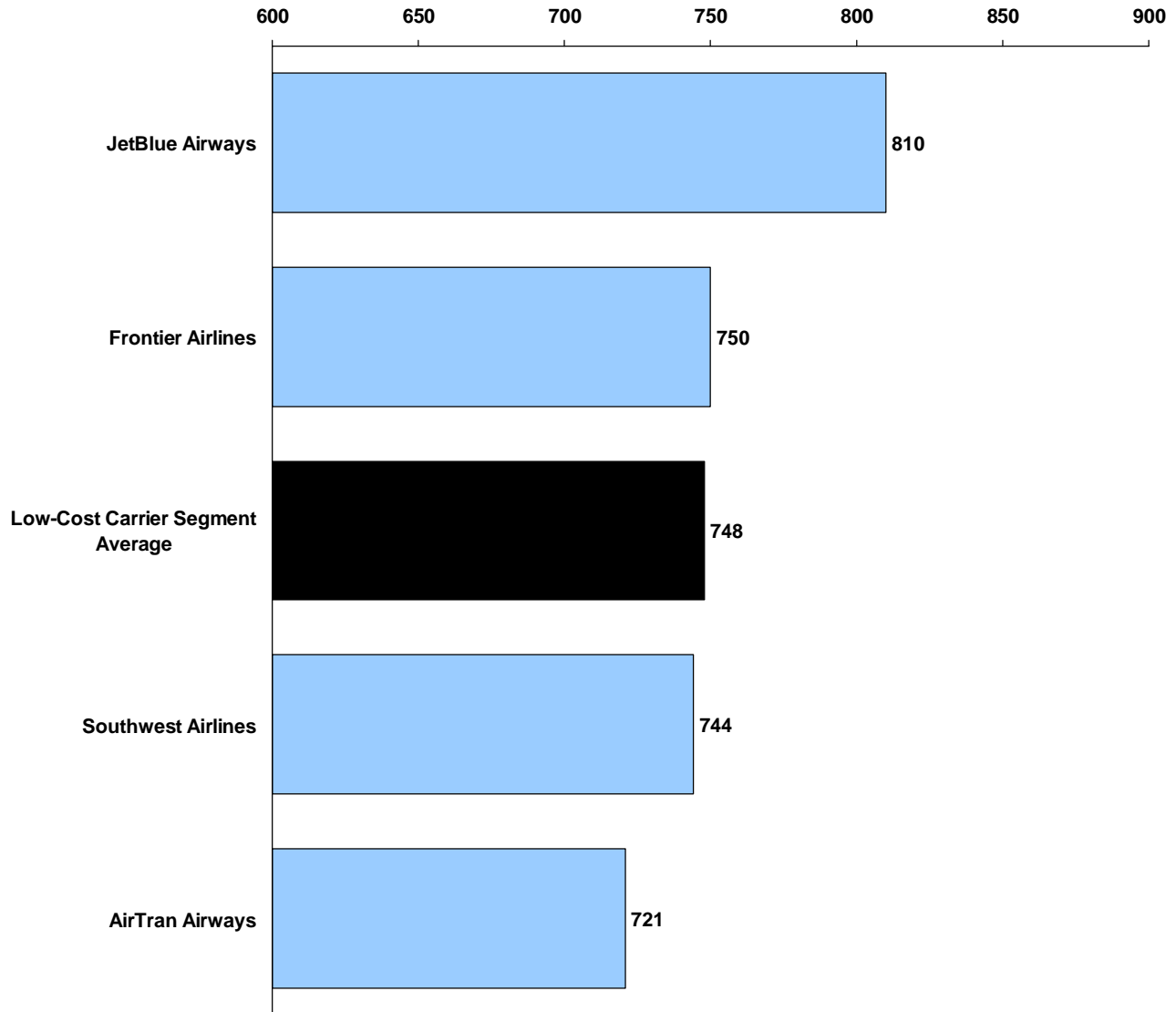
Source: J.D. Power and Associates 2007 North America Airline Satisfaction StudySM

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J.D. Power and Associates 2007 North America Airline Satisfaction StudySM

Overall Airline Satisfaction Index Scores Low-Cost Carrier Segment

(Based on a 1,000-point scale)



NOTE: Included in the study, but not ranked due to small sample size is ATA/American Trans Air

Source: J.D. Power and Associates 2007 North America Airline Satisfaction StudySM

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