Presidential Sweet -- JetBlue Launches New Service From the NYC to the DC

Jun 08, 2006

Presidential Sweet -- JetBlue Launches New Service From the NYC to the DC

```
                    Up To Six Daily Nonstops
 Introductory Fare of $39(a) Each Way -- 40% Off the Current Lowest
                          Shuttle Fare
             Regular Fares Start at $50(a) Each Way
```

NEW YORK, June 8, 2006 (PRIMEZONE) -- JetBlue Airways (Nasdaq:JBLU) today announces it will begin up to six daily nonstop flights between New York/John F. Kennedy International Airport (JFK) and Washington, D.C./Dulles International Airport starting August 17, 2006. Introductory fares will be $39(a) each way -- which is 40% lower than the lowest current Shuttle fare in the market today. This introductory fare must be purchased by June 30, 2006, and all travel must be completed between August 17 and September 30. Regular fares will range from $50(a) to $145(a), which are between 20-80% lower than pre-JetBlue fares in this market.

"Every day, one thousand fewer people fly each way between New York and Washington, D.C. today compared to summer, 2001," said David Neeleman, JetBlue's founder and CEO. "We think there's a good reason why: Fares are too high, which makes taking the train or driving a viable alternative. We want to make flying affordable again between our nation's capital and New York City -- just as we have done with our new service between New York and Boston, and between Boston and Washington/Dulles. Our regular fares will be up to 80% less than current air fares, with our lowest fares starting at $50(a) each way. Not only will you pay less, but you'll get the award-winning JetBlue Experience, featuring our friendly service, signature 36 channels of DIRECTV(r) programming, more than 100 channels of XM Satellite Radio(r), and all the snacks you can eat on the quick flight."

With the start of this new service, JetBlue customers in Washington/Dulles will now have access to 30 JetBlue destinations through convenient connecting service in New York/JFK. In addition to this new nonstop service to New York, JetBlue currently offers nonstop flights from Washington/Dulles to Boston/Logan; Fort Lauderdale, FL; Oakland, CA; Long Beach, CA; and San Diego, CA.

Service will be operated with JetBlue's EMBRAER 190 fleet, featuring 100 comfy leather seats and industry-leading legroom. Members of JetBlue's customer loyalty program, TrueBlue, will receive 2 points per flight, with double points awarded for purchasing online at www.jetblue.com. Customers can earn free travel even faster by using the JetBlue Card from American Express.

"This is great news for New York City and for the entire Northeast," U.S. Senator Charles Schumer (NY) said. "These new flights will better connect the entire region, increase competition, and bring down fares for consumers across the board. Ever since I brought JetBlue to New York City, I knew this would be a match made in heaven and today they have again shown their commitment to providing high quality, low cost service for all New Yorkers."

"This is great news for New York and for everyone who takes advantage of this busy route," said U.S. Senator Hillary Rodham Clinton (NY). "JetBlue continues to make critical investments in routes in and out of New York, which is good for passengers and good for the economy."

"JetBlue Airways' decision to add six new, non-stop flights from New York to Washington, DC, is exciting news for travelers in New York," said New York Governor George Pataki. "This new service will make it easier and less expensive for so many New Yorkers to travel to and from our nation's capital, and over 30 percent less for advance-purchase service connecting to Buffalo, Rochester, and Syracuse. This new low-cost service is welcome news to New Yorkers."

"Increased competition at Dulles Airport is good news for all of the travelers and business people that commute between our economic capital and our political capital," said U.S. Senator George Allen (VA). "JetBlue has a great reputation and I welcome their additional service in the Commonwealth of Virginia."

"New York travelers' options continue to increase with JetBlue's amazing growth," said U.S. Congressman Gregory W. Meeks, whose district includes John F. Kennedy International Airport. "New York's hometown low-fare airline's new service linking JFK to the nation's capital reaffirms Kennedy as a premier domestic gateway for business and leisure travelers."

JetBlue's new daily service between New York JFK and Washington, D.C./Dulles, effective August 17, 2006 unless otherwise noted:

New York (JFK) to Washington, D.C./Dulles (IAD)	Washington, D.C./Dulles (IAD) to New York (JFK)
Depart - Arrive	Depart - Arrive
7:00am - 8:25am (except Sundays)	6:00am - 7:20am (except Sundays; eff. Aug. 18)
9:00am - 10:25am	8:55am - 10:05am

11:00am - 12:20pm	11:00am - 12:20pm
3:20pm - 4:45pm	1:10pm - 2:30pm
5:35pm - 7:10pm	5:15pm - 6:40pm
7:45pm - 9:20pm	7:45pm - 9:05pm

In the six years since its launch, JetBlue Airways has focused on creating a new airline category -- an airline that offers value, service and style. Based out of New York City, the low-cost carrier currently serves 37 destinations with more than 400 flights daily. Onboard JetBlue, customers enjoy roomy leather seats and 36 channels of free DIRECTV(r) programming(b), the most live TV available on any airline. On flights longer than two hours, a selection of first-run movies and bonus features from FOX InFlight(tm) is also available. JetBlue offers customers generous brand name snacks and beverages, including freshly brewed Dunkin' Donuts coffee, and delicious wines selected by the airline's Low Fare Sommelier, Josh Wesson from Best Cellars. On overnight flights from the West, the airline now offers Shut-Eye Service, with a Shut-Eye Kit(tm) designed exclusively for JetBlue by Bliss Spa and other special amenities including a "good morning" hot towel service. With JetBlue, all seats are assigned, all travel is ticketless, all fares are one-way, and an overnight stay is never required. For information or reservations call 1-800-JETBLUE (1-800-538-2583) or visit www.jetblue.com.

(a) All fares are subject to change without notice. Introductory fare requires a 14-day advance purchase and travel must occur between August 17 and September 30, 2006. All travel must be complete by September 30, 2006. All other fares require up to a 14-day advance purchase. Introductory sale fares may not be available on all days or on all flights. Introductory sale fares are most often found on midweek travel dates. All fares must be purchased at time of reservation, and are one-way, nonrefundable, and nontransferable. Cancellations and changes can be made prior to scheduled departure for $30 at 1-800-JETBLUE (or, in the case of changes, at jetblue.com) with applicable fare adjustment. Cancellations are for a JetBlue travel credit only, which is valid for one year. If travel is not used, and the reservation is not changed or canceled prior to scheduled departure, all money associated with the reservation is forfeited. Fares do not include Passenger Facility Charges of up to $9 each way, September 11th Security Fees of up to $5 each way and a Federal Segment Tax of $3.30 per domestic segment, or applicable international taxes and fees. A segment is a takeoff and landing. JetBlue reserves the right to deny boarding to passengers without proper documentation. Other restrictions apply.

(b) DIRECTV(r) service is not available on flights outside the continental United States; however, where applicable FOX InFlight is offered complimentary on these routes. FOX InFlight is a trademark of Twentieth Century Fox Film Corporation. JetBlue's in-flight entertainment is powered by LiveTV, a wholly owned subsidiary of JetBlue.

The JetBlue logo is available at http://www.primezone.com/newsroom/prs/?pkgid=795

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; increases in fuel prices, maintenance costs and interest rates; 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 attract and retain qualified personnel and maintain our culture as we grow; our reliance on high daily aircraft utilization; our dependence on the New York metropolitan market; our reliance on automated systems and technology; our reliance on a limited number of suppliers; changes in or additional government regulation; changes in our industry due to other airlines' financial condition; and external geopolitical events and conditions. Further 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 2005 Annual Report on Form 10-K and Quarterly Reports on Form 10-Q. We undertake no obligation to update any forward-looking statements to reflect events or circumstances that may arise after the date of this release.

CONTACT: JetBlue Corporate Communications
(718) 709-3089
CorporateCommunications@jetblue.com

Powered by SITECORE