Don't Miss the Boat -- Go Cruising With JetBlue

Jan 11, 2007

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            Book Your Cruise At http://cruises.jetblue.com

    Get the Best Deal With JetBlue Cruises' "Best Price Guarantee"(a)
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NEW YORK, Jan. 11, 2007 (PRIME NEWSWIRE) -- JetBlue Airways (Nasdaq:JBLU) is pleased to announce that starting today, customers may purchase cruises on cruises.jetblue.com. Customers are guaranteed the lowest cruise price available(a), and all cruise lines are available for purchase on the low-fare, low-cost airline's website.

"Our customers told us they love flying JetBlue to their port-of-call, but buying their cruise from one place and their air travel from another website was a hassle," said Trey Urbahn, EVP, Chief Revenue Officer for JetBlue. "As of today, www.jetblue.com offers customers one-stop shopping for cruises and JetBlue air travel, giving our customers the confidence that they are getting the best available deal, and making the purchase as pleasant as the trip."

Featured cruises, last minute deals and information for first-time cruisers is available at cruises.jetblue.com. Cruises through June 2008 are available for sale. Available cruises are not limited to those arriving or departing from cities JetBlue currently serves. "Our customers have come to rely on JetBlue's service, so even if we can't fly you to your port-of-call, you can still purchase your cruise at cruises.jetblue.com," Mr. Urbahn said. "And who knows? We may start flying to your favorite port sooner than you think!"

JetBlue Airways is focused on creating a new airline category -- an airline that offers value, service and style. Based in New York City, and entering its seventh year, the low-cost carrier currently serves 50 destinations with up to 500 flights daily. Onboard JetBlue, customers enjoy roomy leather seats with industry-leading legroom (up to 36 inches!) on the A320 aircraft(b), and no middle seats on the E190 aircraft. Customers also enjoy 36 channels of free DIRECTV(r) programming, the most live TV available on any airline(c). 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(r) coffee, and delicious wines selected by the airline's Low Fare Sommelier, Josh Wesson from Best Cellars(r). 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.

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

(a) JetBlue Cruises Best Price Guarantee: Only cruises purchased through JetBlue Cruises are eligible for Best Price Guarantee. JetBlue Cruises will refund 110% of the difference if a lower rate for the same cruise is found after purchase. The lower advertised rate must be a price for the same cruise (same ship, number of people, sailing dates, and cabin category) as was purchased through JetBlue Cruises. Best Price Guarantee applies only to rates available to the general public. It does not apply to consolidator, group, incentive, interline, meeting, or convention rates that are not available to the general public. Best Price Guarantee is only valid if customer meets all requirements for the lower advertised rate (residency requirements for regional specials, age-related discounts, etc.). Best Price Guarantee applies only to the cost of the cruise (including port charges). Promotional packages, group deals, air or land components, shipboard credit, transfers, pre- or post-cruise hotel stays, and shore excursions are not eligible. Taxes and fees, which vary by itinerary, are not included. To claim a refund, the customer must contact 1-800-887-8111 within 48 hours of original JetBlue Cruises purchase and must be prior to the commencement of cruise travel. The lower advertised rate must be available for booking at the time customer contacts 800-887-8111. JetBlue Cruises reserves the right to refuse the refund should customer not be able to provide positive proof of a competitor's lower price. JetBlue Cruises reserves the right to refuse the refund for any errors in prices by the competition. JetBlue Cruises reserves the right to modify or cancel the Best Price Guarantee at any time without prior notice or liability.

(b) The modification of JetBlue's A320 fleet that will bring customers the 36 inches of leg room will be complete by March 2007.

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


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