jetBlue

Westward Ho! JetBlue Launches Flights from Salt Lake City to San Francisco and San Diego

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Fares Start as Low as $79(a) Each Way to San Francisco, $89(a) Each Way to San Diego

SALT LAKE CITY, Jul 27, 2007 (PrimeNewswire via COMTEX News Network) -- JetBlue Airways (Nasdaq:JBLU) today continues to expand in the western United States with the launch of daily nonstop service from Salt Lake City to San Diego and San Francisco. The low-fare, low-cost airline now offers one conveniently timed roundtrip flight to San Francisco International Airport and San Diego's Lindbergh Field aboard its spacious Airbus A320 aircraft. JetBlue offers the most legroom in coach, and is the only airline to offer free seatback satellite television -- featuring the airline's signature 36 channels of DIRECTV(r) -- on all flights to/from Salt Lake City International Airport.

With today's new service, JetBlue now offers four daily flights from Salt Lake City to California, including existing twice-daily service to Long Beach. JetBlue also flies daily to New York's John F. Kennedy International Airport, and is the only low-fare, low-cost airline to serve all four markets from Salt Lake City. To celebrate its new California service, JetBlue is offering sale fares starting at $79(a) each way between Salt Lake City and San Francisco and $89(a) each way between Salt Lake City and San Diego.

"Today's a great day for Salt Lake fliers as JetBlue opens up the city's only low-fare, high-frills service to San Diego and San Francisco," said Marty St. George, JetBlue Vice President of Network Planning. "We look forward to welcoming you aboard the only airline that offers free seatback television, generous name-brand snacks, and award-winning customer service on all departures from Salt Lake. Welcome aboard!"

JetBlue's new service between Salt Lake City and San Francisco:

Salt Lake City, UT (SLC) to San Francisco, CA (SFO)	San Francisco, CA (SFO) to Salt Lake City, UT (SLC)
Depart - Arrive	Depart - Arrive
7:55 p.m. - 8:55 p.m. (daily except Saturdays)	4:20 p.m. - 7:15 p.m. (daily except Saturdays)
6:15 p.m. - 7:15 p.m. (Saturdays only, eff. July 28)	2:40 p.m. - 5:35 p.m. (Saturdays only, eff. July 28)

--All times local--

JetBlue's new service between Salt Lake City and San Diego:

Salt Lake City, UT (SLC) to San Diego, CA (SAN)	San Diego, CA (SAN) to Salt Lake City, UT (SLC)
Depart - Arrive	Depart - Arrive
5:15 p.m. - 6:10 p.m.	6:50 p.m. - 9:45 p.m.

--All times local--

At San Francisco International, where JetBlue launched service May 3, the low-fare airline now offers a total of six daily flights, to Boston, New York/JFK and Salt Lake City. From San Diego, JetBlue offers six daily flights to Boston, New York/JFK, Salt Lake City, and Washington, DC/Dulles.

Customers enrolled in JetBlue's customer loyalty program, TrueBlue, will earn four TrueBlue points each way for nonstop flights between Salt Lake City and both San Diego and San Francisco. Double TrueBlue points are awarded for travel purchased online at www.jetblue.com. Customers can earn TrueBlue points even faster by using the JetBlue Card from American Express. Every time cardholders purchase JetBlue travel with the Card, or earn at least one TrueBlue point through other purchasing using the Card, all TrueBlue points in the member's account automatically extend for another 12 months.

New York-based JetBlue Airways has created a new airline category based on value, service and style. Known for its award-winning service and free TV as much as its low fares, JetBlue is now pleased to offer customers the most legroom throughout coach (based on average fleet-wide seat pitch for U.S. airlines). JetBlue is also America's first and only airline to offer its own Customer Bill of Rights, with meaningful compensation for customers inconvenienced by service disruptions within JetBlue's control. Visit www.jetblue.com/promise for details. JetBlue serves 54 cities with up to 575 daily flights. 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

JetBlue's 36 channels of DIRECTV(r) service are 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.

(a) All fares are subject to change without notice. Sale fares require up to a 14-day advance purchase. Travel must be booked by August 8, 2007, 11:59 PM MT. Travel must take place between September 5, 2007 and November 14, 2007. Travel must be completed by November 14, 2007. Sale fares may not be available on all days or on all flights. Sale fares are most often found on midweek travel dates. Travel must take place Monday-Thursday and/or Saturday. 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 $45 at 1-800-JETBLUE or $35 at jetblue.com, with applicable fare adjustment. Cancellations are for a JetBlue travel credit only, which is valid for one year. If a 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 $3.40 per domestic segment. A segment is a takeoff and landing. All taxes and fees must be paid at the time of purchase. JetBlue reserves the right to deny boarding to passengers without proper documentation. Other restrictions apply.

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 profitably implement our growth strategy, including the ability to operate reliably the EMBRAER 190 aircraft; 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 and the effect of increased congestion in this market; our reliance on automated systems and technology; our being subject to potential unionization; our reliance on a limited number of suppliers; changes in or additional government regulation; and changes in our industry due to other airlines' financial condition; and external geopolitical events and conditions.

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