JetBlue Connects More of the West: Announcing Salt Lake City to Burbank Flights

Oct 04, 2007

JetBlue Connects More of the West: Announcing Salt Lake City to Burbank Flights

```
  Now Offering Nonstop Flights From Salt Lake to Two L.A. Airports

           Fares Start as Low as $69(a) Each Way
```

SALT LAKE CITY, Oct. 4, 2007 (PRIME NEWSWIRE) -- JetBlue Airways (Nasdaq:JBLU) today continues to connect more cities in the western United States with the addition of one daily nonstop flight between Salt Lake City and Burbank, Calif., beginning December 15, 2007. With its new service, JetBlue will offer Salt Lake City travelers convenient access to Los Angeles' two easy-in, easy-out airports -- Long Beach and Burbank -- with a total of three daily flights.

To celebrate its new nonstop service, the low-fare, high-frills airline is offering an introductory fare of $69(a) each way for flights between Salt Lake City and Burbank.

JetBlue 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. Better yet: Every JetBlue departure from Salt Lake City is aboard the airline's 150-seat Airbus A320 aircraft, which offers a spacious cabin with the most legroom in coach.

With today's new service, JetBlue now offers five daily flights from Salt Lake City to California, including once-daily service to San Diego and San Francisco. JetBlue also flies daily to its hub at New York's John F. Kennedy International Airport, and is the only low-fare, low-cost airline to serve all five markets nonstop from Salt Lake City.

JetBlue's new service between Salt Lake City and Burbank:

```
-----------------------------------------------------------------------
Salt Lake City (SLC) to              Burbank, Calif.(BUR)to
Burbank, Calif. (BUR)                Salt Lake City (SLC)
-----------------------------------------------------------------------
Depart - Arrive                      Depart - Arrive
-----------------------------------------------------------------------
2:55 p.m. - 3:45 p.m.                4:25 p.m. - 7:20 p.m.
(daily effective Dec. 15, 2007)      (daily effective Dec. 15, 2007)
-----------------------------------------------------------------------
                     -- All times local --
-----------------------------------------------------------------------
```

"Our customers keep asking for more service from more airports and we're happy to provide it," said Frankie Littleford, vice president of JetBlue's Salt Lake City-based reservations department. "With our service to Long Beach and now Burbank, JetBlue is making it even easier to jet between Los Angeles and Salt Lake, regardless of which airport you prefer to use. On behalf of the nearly 2,000 JetBlue crewmembers based here in Utah, we look forward to welcoming you aboard the only airline that offers free seatback TVs, generous name-brand snacks, and award-winning customer service on all departures from Salt Lake."

Customers enrolled in JetBlue's customer loyalty program, TrueBlue, will earn two TrueBlue points each way for nonstop flights between Salt Lake City and Burbank. 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 and specific 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 525 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

(a) All fares are subject to change without notice. Fares are only available for flights booked at jetblue.com. Travel costs $10 more per person if purchased by telephone, or at an airport or city ticket office. Fares require up to a 14-day advance purchase. Introductory fare must be booked by October 17, 2007, 11:59PM MT, and travel must be completed by March 7, 2008. Introductory fare is valid for travel on Tuesday, Wednesday, and/or Saturday. Lowest fares may not be available on all days or on all flights. Lowest 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 $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.

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 service is provided by LiveTV, a wholly owned subsidiary of JetBlue.

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 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; 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 2006 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.

This news release was distributed by PrimeNewswire, www.primenewswire.com

SOURCE: JetBlue Airways Corporation


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

          JetBlue Reservations
          (800) JET-BLUE (538-2583)
          http://www.jetblue.com/?source=pr
```


Powered by SITECORE