From the Bay to the Basin: JetBlue Adds San Francisco's Only Nonstop Service to Long Beach

Aug 14, 2008

From the Bay to the Basin: JetBlue Adds San Francisco's Only Nonstop Service to Long Beach
Now Offering Service Between Hassle-Free Long Beach Airport and Three Bay Area Cities

Fares Start At Just $49(a) Each Way

SAN FRANCISCO, Aug. 14, 2008 (PRIME NEWSWIRE) -- Award-winning JetBlue Airways (Nasdaq:JBLU) today announces plans to launch new premium low-fare service this fall between San Francisco International Airport and its West Coast focus city in Long Beach, Calif. JetBlue's three daily flights will be the only nonstop service from SFO to Long Beach, the uncomplicated and uncrowded Los Angeles airport. Two daily flights will begin October 18 while a third daily flight will be added November 2, all aboard JetBlue's roomy 100-seat EMBRAER 190 jet.

JetBlue's new flights from SFO round out its busy Bay to Basin schedule, which this fall will include three daily flights each from Oakland, San Francisco and San Jose, to Long Beach. From San Francisco, JetBlue also offers daily nonstop service to Austin, Texas and New York's John F. Kennedy International Airport.

"Our customers keep asking for more service from more airports and we're happy to provide it," said Jim Fuoco, JetBlue's manager of route planning. "With our service between Long Beach and both Oakland and San Jose, and now SFO, too, JetBlue is making it even easier to jet between L.A. and the Bay Area, regardless of which airport you prefer to use. We look forward to welcoming you aboard JetBlue for a truly comfortable, entertaining, and hassle-free travel experience to L.A.'s easiest airport."

Fares between SFO and Long Beach begin as low as $49(a) each way and include unlimited free snacks, industry-leading legroom, and JetBlue's signature inflight entertainment service -- which boasts 36 channels of free live DIRECTV(r) programming and more than 100 channels of XM Satellite Radio(r), the most free live entertainment options of any airline. Best of all, every flight and every fare includes JetBlue's award-winning customer service.

JetBlue's schedule between San Francisco and Long Beach effective November 2:

```
=====================================================================
San Francisco (SFO) to            Long Beach, Calif. (LGB) to
Long Beach, Calif. (LGB)          San Francisco (SFO)
=====================================================================
Depart - Arrive                   Depart - Arrive
=====================================================================
7:00 a.m. - 8:25 a.m.             9:00 a.m. - 10:25 a.m.
11:00 a.m. - 12:25 p.m.           2:00 p.m. - 3:25 p.m.
4:00 p.m. - 5:25 p.m.             6:00 p.m. - 7:20 p.m.
=====================================================================
Two flights will operate on a modified schedule from Oct. 18 - Nov. 2.
                For full details see www.jetblue.com
=====================================================================
```

San Francisco customers traveling beyond Long Beach may take advantage of easy connecting service to six additional cities including Boston; Chicago (O'Hare); Fort Lauderdale, Fla.; Las Vegas; Salt Lake City; and Washington (Dulles).

About JetBlue Airways

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 Lots of Legroom and super-spacious Even More Legroom seats. JetBlue introduced complimentary in-flight e-mail and instant messaging services on aircraft "BetaBlue," a first among U.S. domestic 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 53 cities with 600 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 $15 more per person if purchased by telephone or at an airport or city ticket office. Fares require up to a 14-day advance purchase. Travel must be booked by August 25, 2008, 11:59 PM MT. Travel must take place between October 18, 2008 and December 17, 2008. Travel must be completed by December 17, 2008. Blackout dates for travel are between November 25, 2008 and December 1, 2008. Travel must take place on Monday, Tuesday, Wednesday, Thursday, and/or Saturday. Fares may not be available on all days or on all flights. 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 $100 per person at 1-800-JETBLUE or 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 $3.50 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. A second bag fee of $20 applies. DIRECTV(r) service is not available on flights outside the continental US. 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 implement our growth strategy, including the ability to operate reliably the EMBRAER 190 aircraft and our new terminal at JFK; 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 2007 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 Airways Corporation
Corporate Communications
(718) 709-3089
CorporateCommunications@jetblue.com
Reservations
(800) JET-BLUE (538-2583)
http://www.jetblue.com/?source=pr

Powered by SITECORE