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Tampa's Only Service to Mexico Begins December 18 Now Jetting to Cancun From Five U.S. Cities

CANCUN, Mexico, Aug. 14, 2008 (PRIME NEWSWIRE) -- JetBlue Airways (Nasdaq:JBLU) today announces plans to further expand its reach in the Caribbean region this winter with two new routes from Cancun, Mexico. Award-winning JetBlue will begin daily nonstop service between Cancun and Tampa, Fla. - Tampa Bay's only service to Mexico - on December 18, and kick off Saturday service between Cancun and Washington's Dulles International Airport on December 20. Fares between Tampa and Cancun start at just US$99 (a) each way while fares between Washington and Cancun start at US$199 (a) each way.

JetBlue's new service to the popular Yucatan resort region complements its existing nonstop flights from Boston, New York (JFK) and Orlando, Fla. to Cancun. The airline will this winter be the second-largest U.S. airline to the Caribbean/Atlantic region with as many as 50 daily flights.

"Cancun - it's so close, yet for the Tampa Bay region, which has long lacked nonstop service to Mexico, it's been so far away," said Jim Fuoco, manager of route planning for JetBlue. "Today we're thrilled to announce our first international routes from Tampa, and provide our customers with more of the low fares and great service they've been asking for. Together with our new weekend service from Washington, we look forward to introducing even more travelers to the beauty and excitement of Cancun this winter."

JetBlue's new service between Tampa and Cancun:

Tampa, Fla. (TPA) to Cancun, Mexico (CUN)	Cancun, Mexico (CUN) to Tampa, Fla. (TPA)
Depart - Arrive	Depart - Arrive
9:45 a.m. - 10:45 a.m. (Daily eff. December 18)	11:40 a.m. - 2:35 p.m. (Daily eff. December 18)
--All times local--	

JetBlue's new service between Washington and Cancun:

Washington (Dulles) (IAD) to Cancun, Mexico (CUN)	Cancun, Mexico (CUN) to Washington (Dulles) (IAD)
Depart - Arrive	Depart - Arrive
11:50 a.m. - 2:35 p.m. (Saturday's only eff. December 20)	3:35 p.m. - 7:50 p.m. (Saturday's only eff. 20) December 20)
--All times local--	

"We are very excited about JetBlue's newest addition to their nonstop flights to Cancun from Tampa and Washington. These are important U.S. markets and we are confident that these new direct flights will invite travel to Cancun, one of Mexico's top destinations offering pristine blue waters, fantastic gastronomy, luxurious hotels and spas and plenty of adventure and entertainment," said Oscar Fitch, director of the Mexico Tourism Board.

"We are appreciative that JetBlue is starting this new service to Cancun and I have every confidence that the Tampa Bay Area travelers will show their appreciation by flying to Cancun on JetBlue," said Louis Miller, Tampa International Airport's executive director. "Working together to secure this new international route demonstrates that JetBlue is putting its planes where strong growth opportunities exist."

Low fares aren't all that JetBlue customers traveling to and from Cancun can look forward to: they'll also enjoy comfy all-leather seats with industry-

leading legroom and a selection of free and unlimited drinks and snacks. JetBlue's new Tampa service will be operated with 100-seat EMBRAER 190 jets while Washington flights will be operated with 150-seat Airbus A320 aircraft.

Travelers looking for a value-priced vacation package to Cancun or other top destinations need look no further than JetBlue Getaways. Customers can create customized packages that include air travel on JetBlue, a selection of JetBlue-recommended hotels and resorts to choose from, and a car rental. Visit www.jetblue.com/getaways today to begin planning your vacation.

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 1-800-861-3372 from Mexico) 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. 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 (1-800-861-3372 if located in Mexico) 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. International fares also do not include government fees and taxes of up to $52.50 each way. Puerto Rico fares also do not include a U.S. Departure Tax of $15.40 each way. 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 U.S. 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

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