Sabor latino! JetBlue Airways Expands to South America with Daily Service to Bogota, Colombia

Oct 15, 2008

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- Now offering service to 52 cities in eight countries -

ORLANDO, Fla., Oct. 15 /PRNewswire-FirstCall/ -- JetBlue Airways (Nasdaq: JBLU), America's leading value airline, today announces plans to begin flights to its first-ever destination in South America, bringing the airline's signature low fares and sense of style to the skies of Colombia. Daily nonstop service between Bogota and Orlando, Florida, will begin January 29, 2009, with fares beginning at just US $99(a) each way. Flights will originate at New York's John F. Kennedy International Airport, providing convenient one-stop, same-plane service between Bogota and New York. Seamless connections to other cities including Boston, Newark, and Washington are also available.

Service is subject to receipt of operating authority from the Colombian Government, and until final government approval is received, all travel must be purchased and originate in the United States only. Itineraries that originate in Bogota will be available for sale at a later date after receipt of Colombian Government approval.

"We're thrilled to introduce JetBlue's renowned service to the people of Bogota as we begin the only nonstop flights between Colombia and Orlando," said JetBlue CEO Dave Barger. "This new direct link connecting one of the most vibrant cities in the Americas to the varied attractions of Central Florida is great news for consumers. With low fares, comfortable leather seats with lots of legroom, free snacks and drinks, plus JetBlue's friendly crewmembers, we're sure that Bogotanos will quickly come to love the JetBlue experience."

Customer-friendly JetBlue's new year-round route to the thriving Colombian capital is the latest in a string of new services to Latin America and the Caribbean from the airline's Orlando focus city. The airline now offers daily service between Orlando and Cancun, Mexico; Santo Domingo, Dominican Republic; and Aguadilla, Ponce and San Juan, Puerto Rico, plus flights to 14 additional cities on the U.S. mainland.

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JetBlue's schedule between Bogota and New York via Orlando:

     Depart New York (JFK) 1:20 p.m.   Arrive Orlando (MCO)  4:08 p.m.
     Depart Orlando (MCO)  5:55 p.m.   Arrive Bogota (BOG)   9:48 p.m.
     Operates daily effective January 29, 2009

     Depart Bogota (BOG)   10:00 a.m.  Arrive Orlando (MCO)  2:01 p.m.
     Depart Orlando (MCO)   3:31 p.m.  Arrive New York (JFK) 6:10 p.m.
     Operates daily effective January 30, 2009
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Consistently noted as a leader in customer service and customer satisfaction, JetBlue will operate service to Bogota's El Dorado International Airport with its comfortable 150-seat Airbus A320, which offers seatback televisions (including programming en Espanol), all-leather seating, the most legroom in coach of any U.S. airline, and unlimited free snacks and beverages.

"The selection of Orlando International by JetBlue to launch their first nonstop flight to South America is further evidence of a commitment by JetBlue to Central Florida and our community. The daily service is a welcomed addition that further expands our international capacity," said Steve Gardner, Executive Director of the Greater Orlando Aviation Authority.

"We're excited about JetBlue's new direct flight between Bogota and Orlando," said Ray Gilley, President & CEO of the Metro Orlando Economic Development Commission. "This is great news for both leisure and business travelers as it creates a commercial bridge between our areas, helping to enhance the existing trade that takes place between Colombia and Florida, and helps to create new business opportunities."

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 currently serves 51 cities with 500 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 in English or Spanish call 1-800-JETBLUE (1-800-538-2583) or visit www.jetblue.com.

(a) For travel between Orlando and Bogota: Fares require up to a 21-day advance purchase. Travel must be booked by October 23, 2008, 11:59 PM MT. Travel

must take place between January 30, 2009 and February 14, 2009. Travel must be completed by February 14, 2009. 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 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. International fares also do not include government fees and taxes of up to $65.90 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 United States. 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.

SOURCE JetBlue Airways

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