JetBlue Begins Daily Nonstop Service to Bogota, Colombia, its First South American Destination

Jan 29, 2009

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-- One way fares from Orlando start as low as $49 USD (a) --

-- Value airline's expansion continues February 1 with nonstop service to Nassau, Bahamas, and March 26 to San Jose, Costa Rica --

ORLANDO, Fla., Jan. 29 /PRNewswire-FirstCall/ -- JetBlue Airways (Nasdaq: JBLU) today begins Orlando's first and only nonstop daily service to El Dorado International Airport in Bogota, Colombia's beautiful cosmopolitan capital city. Flights will originate at New York's John F. Kennedy International Airport, providing convenient one-stop, same-plane service between Bogota and New York. Colombians traveling through Orlando will have seamless connections to 17 other cities including Boston, Newark and Washington.

Beginning Sunday, February 1, the New York-based carrier will continue its expansion plans in Latin America and the Caribbean from Central Florida with daily nonstop service to Nassau, Bahamas. Daily service to San Jose, Costa Rica will also begin March 26, 2009, subject to receipt of Costa Rican government operating authority.

To celebrate its new South American service, JetBlue is currently offering a special $49 (a) one-way sale fare from Orlando to Bogota. Travel must be booked by Wednesday, February 18 at 11:59 p.m. MT. Regular one-way fares from Orlando to Colombia will start as low as $99 (a) each way. Itineraries that originate in Bogota will be available for sale at a later date.

"JetBlue remains committed to growing our Latin American and Caribbean destinations in 2009 and we are thrilled to continue our expansion in Orlando, providing residents with the first and only nonstop daily service to Bogota, the thriving business and cultural center of Colombia," said JetBlue's Chief Executive Officer, Dave Barger. "Central Floridians continue to give JetBlue the ability to offer more destinations, including direct flights to new international cities like Bogota, Nassau and San Jose, and more value when they travel."

"Orlando is excited to have new, nonstop service to Colombia and we salute JetBlue for continuing to help our city grow, provide much needed jobs and connect with the world," said Orlando Mayor Buddy Dyer.

"We welcome this first scheduled non-stop service to Colombia by JetBlue Airways. This new gateway to Bogota, the capital, has been a target market for our community for many years and will offer new opportunities for both business and leisure travelers," says Steve Gardner, Executive Director for the Greater Orlando Aviation Authority.

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.

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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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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 52 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 in English or Spanish call 1-800-JETBLUE (1-800-538-2583) or visit www.jetblue.com.

(a) For travel from Orlando to Bogota, travel must be booked by February 18, 2009, 11:59 PM MT. 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 7-day advance purchase. Travel must take place between February 1, 2009 and March 31, 2009. Travel must be completed by March 31,

2009. Travel must take place on Monday, Tuesday, Wednesday, Thursday, and/or Friday. 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 (01800-9-156761 if located in Colombia) 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 $3.60 per domestic segment. A segment is a takeoff and landing. International fares also do not include government fees and taxes of up to $127.60 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 US. Colombia-originating travel is not available for sale at this time. Other restrictions apply. (C)2009 JetBlue Airways

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.

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