For Today Only: JetBlue Non-Stop Flights Between San Francisco and New York or Los Angeles on Sale for $14(a) Each Way, Less Than Other Airlines Charge for a Single Checked Bag

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-- Fares must be purchased today for non-stop flights through April 8, 2009

between SFO and JFK or L.A./Long Beach --

SAN FRANCISCO, April 2 /PRNewswire-FirstCall/ -- For today only, value airline JetBlue Airways (Nasdaq: JBLU) has placed seats on sale for just $14(a) each way on non-stop flights between San Francisco International Airport and both New York City/JFK and L.A./Long Beach through April 8, 2009. The special $14(a) fare is less than the first checked bag fee charged by all major U.S. airlines that charge a first bag fee - and on JetBlue, the first checked bag is still free.

(Logo: http://www.newscom.com/cgi-bin/prnh/20090217/NY71475LOGO-b)

"At JetBlue we recognize it takes more than mood lighting to create a comfortable flight experience, and that's why our successful formula offers award-winning service and free amenities, including a free first checked bag and the most live entertainment in the U.S.(b)," said Robin Hayes, executive vice president and chief commercial officer for JetBlue Airways. "For $14(a), you also get unlimited brand-name snacks and lots of legroom(b) - all for less than other airlines charge you to check a single bag! You'll save a bundle and get a bundle at the same time."

The $14(a) fares to/from San Francisco are available until 11:59 p.m. MDT today, April 2, 2009, or until availability is gone, whichever is first. Travel must take place between April 2, 2009 and April 8, 2009. Sale fares are available for one day only and availability is limited. Fares are valid for one-way, non-stop travel between San Francisco (SFO) and New York City (JFK) and between San Francisco (SFO) and L.A./Long Beach (LGB). Additional details are available at www.jetblue.com/14fare.

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. New service begins to Montego Bay, Jamaica on May 21 and to Los Angeles International Airport on June 17. 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), TTY/TDD 1-800-336-5530 or visit www.jetblue.com.

(a) Taxes, Fees and Restrictions Apply. Offer ends April 2, 2009 at 11:59 PM MT or until availability is gone, whichever is first. Offer is valid only for nonstop one-way fares between San Francisco and New York and between San Francisco and Long Beach: All travel must be purchased by April 2, 2009, 11:59 PM MT. Travel must take place between April 2, 2009 and April 8, 2009. Travel must be completed by April 8, 2009. Availability at the advertised fares is limited as follows: 140 seats are available for SFO to JFK, 60 seats are available for JFK to SFO, 800 seats are available for LGB to SFO and 800 seats are available for SFO to LGB. Fares may not available on all days or on all flights during the April 2, 2009 through April 9, 2009 travel period. Fares are subject to change without notice. Travel costs $15 more per person if purchased by telephone, or at an airport or city ticket office. 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 $3.60 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. (C)2009 JetBlue Airways

(b) Baggage weight and size limits apply. DIRECTV(r) is available within the continental USA only. Based on average fleet-wide seat pitch of U.S. airlines excluding premium coach products.

SOURCE JetBlue Airways

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