JetBlue Airways Announces Plans to Serve Saint Lucia

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    - Three weekly flights from New York proposed to begin in the fall -

    - JetBlue's 13th international destination -
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NEW YORK, April 29 /PRNewswire-FirstCall/ -- JetBlue Airways (Nasdaq: JBLU) plans to further develop its growing international route network this fall with new service to the Caribbean island of Saint Lucia, subject to receipt of government operating authority. Award-winning JetBlue intends to serve Saint Lucia's Hewanorra International Airport with flights to/from its home at New York's John F. Kennedy International Airport. From JFK, JetBlue plans to offer onward connections to/from other U.S. cities. Flights are expected to go on sale in June at www.jetblue.com.

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

Saint Lucia, located in the eastern Caribbean, is one of 13 international locations on JetBlue's expanding route map, and one of the more than 50 destinations throughout North, South, and Central America with JetBlue service. In addition to its new Saint Lucia flights, JetBlue will also begin new service to Montego Bay, Jamaica on May 21 and to Bridgetown, Barbados on October 1 (also subject to receipt of government operating authority).

"We're pleased to be growing in the Caribbean region yet again with new flights between New York and Saint Lucia," said Scott Laurence, JetBlue's vice president of network planning. "JetBlue is proud to bring to the eastern Caribbean what we believe is the best airline product in the Americas. We look forward to introducing Saint Lucians to a refreshing kind of air travel experience, with low fares, new aircraft, delicious (and free) snacks and drinks, complimentary seatback television programming and some of the friendliest crewmembers in the skies."

Senator Allen Chastanet, Minister of Tourism and Civil Aviation for the Government of Saint Lucia said he was very excited at the introduction of new JetBlue service to Saint Lucia from the largest market in the United States: "JetBlue is rapidly becoming a major player in the U.S. airline industry and has great plans for the Caribbean. We are happy to be one of the first destinations in the eastern Caribbean to be served by JetBlue. We do not see JetBlue as competition to existing US carriers but as opening up a brand new market for Saint Lucia."

JetBlue intends to operate its Saint Lucia service with spacious 150-seat Airbus A320 aircraft. The A320 offers travelers all of the amenities for which JetBlue has become well-regarded: complimentary seatback television programming including free first-run movies, comfortable leather seats, the most legroom in coach of any U.S. airline (a), unlimited free snacks and industry-leading customer service.

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), TTY/TDD 1-800-336-5530 or visit www.jetblue.com.

(a) JetBlue offers the most legroom in coach, based on average fleet-wide seat pitch for U.S. airlines, excluding premium coach products

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