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-- Award-winning service now available from

LOS ANGELES, June 17, 2009 /PRNewswire-FirstCall via COMTEX/ -- - Award-winning service now available from Burbank, LAX and Long Beach; sale fares as low as $109 (a) between LAX and New York or Boston through June 26, 2009 -

- Airline announces 'Let the Music Play' campaign with the VH1 Save The Music Foundation and pledges to match up to $30,000, mobilizing people to support local school programs -

- Launch party and Foundation benefit at Hollywood's MyHouse, featuring performances by Robin Thicke, John Rzeznik of The Goo Goo Dolls and DJ Mix Master Mike -

New York-based value airline JetBlue Airways (Nasdaq: JBLU) today celebrated the launch of new twice daily nonstop service from Los Angeles International Airport (LAX), the carrier's 56th destination in its route network, to both Boston and New York's John F. Kennedy International Airport (JFK). LAX joins JetBlue's two other L.A. Basin airports, Burbank and Long Beach, to offer more options and more value to coast-to-coast jetters. To celebrate, today through June 26, JetBlue is currently offering a special $109 (a) sale fare between LAX and JFK or Boston online at www.jetblue.com for travel between September 8 and November 11, 2009 (a).

At today's celebration JetBlue's CEO Dave Barger will also announced a 'Let the Music Play' campaign with long-standing partner the VH1 Save The Music Foundation, mobilizing people all over the country to make a donation to support music education in public schools in New York, Boston and Los Angeles at www.VH1SaveTheMusic.com/JetBlue. JetBlue pledges to match up to $30,000 donated through the campaign.

"As one of the world's largest entertainment, cultural and business centers, savvy Los Angeles travelers continue to select JetBlue's higher standard of service for their travel needs and today we are excited to give the L.A. Basin even more options -- whether you prefer Long Beach, Burbank, or our newest bicoastal service from LAX," said Dave Barger, JetBlue's CEO. "We are also proud to give back to the community, supporting local sports franchises like the Los Angeles Dodgers, Angels and Clippers as well as local school programs like the VH1 Save The Music Foundation. JetBlue is committed to supporting the people, places and events that matter most to the communities we serve."

"Even in these tough economic times, JetBlue is demonstrating that the path to recovery flies through Los Angeles," said Mayor Villaraigosa. "We are thrilled that JetBlue will be offering quality airline service from LAX, one of America's premier airports."

"We greatly welcome the start of JetBlue's new cross-country service, which is sure to be welcomed by air travelers looking for more service options and great value in today's economic environment," said Gina Marie Lindsey, executive director of Los Angeles World Airports, owner and operator of LAX, LA/Ontario International and Van Nuys (general aviation) airports. "The addition of JetBlue is a reflection of the progress made in our work to revitalize LAX."

"We are thrilled to partner with JetBlue as they expand to Los Angeles," says VH1 Save The Music Foundation Executive Director Paul Cothran. "With their help, we will be able to continue to raise awareness about the importance of a musical education in a child's life, and ensure that additional children have access to the benefits of music study."

As part of today's event, fifth-graders from The Hooper Elementary School Mariachi Ensemble will perform as Los Angeles Dodgers legend Steve Garvey signs autographs and Dodger Ambassadors offer customers free merchandise in celebration of JetBlue's new service. JetBlue is also hosting a "More, Welcome Los Angeles" launch event and VH1 Save The Music Foundation benefit at Hollywood hotspot MyHouse, featuring performances by musician Robin Thicke and John Rzeznik of The Goo Goo Dolls, a Foundation Ambassador. The event will also be supported by LA INC. The Los Angeles Convention and Visitors Bureau, the city of LA's marketing organization. Other partners of the event include Pernod-Ricard, Heineken, Hain-Celestial and Coca-Cola. Invited guests will walk the 'blue carpet' into the venue, where select donation items including signed guitars by Thicke and Rzeznik will be featured as part of the airline's larger online auction with leading global auction site www.charitybuzz.com.

JetBlue's new LAX service will be operated with the airline's spacious Airbus A320, which offers roomy, all-leather seating for 150 including the most legroom in coach of any U.S. airline (b). Customers looking to pamper themselves even further can upgrade to a super-spacious Even More Legroom seat. For just $40 extra each way on nonstop flights to Boston or New York, customers can stretch out and enjoy 38" of seat pitch.

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JetBlue's schedule of service to/from LAX:

New York (JFK) to                    Los Angeles (LAX) to
Los Angeles (LAX)                    New York (JFK)
Depart - Arrive                      Depart - Arrive
9:00 a.m. - 11:53 a.m.               12:50 p.m. - 9:29 p.m.
6:30 p.m. - 9:47 p.m.                10:40 p.m. - 6:57 a.m. (next day)


Boston (BOS) to                      Los Angeles (LAX) to
Los Angeles (LAX)                    Boston (BOS)
Depart - Arrive                      Depart - Arrive
10:45 a.m. - 1:52 p.m. *             2:45 p.m. - 11:16 p.m. *
7:55 p.m. - 11:07 p.m.               11:59 p.m. - 8:25 a.m. (next day)
            * Flight does not operate on Saturdays
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Overnight flights from Los Angeles and all Western U.S. destinations offer JetBlue's complimentary Shut-Eye Service, featuring a Snooze Kit that includes earplugs and eyeshades, plus unlimited free snacks and beverages and a "good morning" hot towel service. Before arrival, customers will be treated to Dunkin' Donuts coffee, fruit juice, and bottled spring water, allowing customers to land refreshed and ready to start the day.

About VH1 Save The Music Foundation

The VH1 Save The Music Foundation is a nonprofit organization dedicated to restoring instrumental music education programs in America's public schools, and raising awareness about the importance of music as part of each child's complete education. To date, VH1 Save The Music has donated $43 million worth of new musical instruments, donated to 1,600 public schools in more than 100 cities around the country, impacting the lives of over 1.2 million public school students.

Now twelve years strong, it is VH1 Save The Music Foundation's renewed commitment to donate one hundred million dollars worth of new musical instruments to ensure that even a greater number of students receive a comprehensive music education in the future!

LA INC.

LA INC. The Los Angeles Convention and Visitors Bureau is a private, nonprofit business association whose primary mission is to market and promote Los Angeles as the premier site for meetings, conventions and leisure travel. Though not part of city government, LA INC. is recognized as the city's official tourism marketing organization. For more information, visit the official visitor information website of Los Angeles at www.discoverLosAngeles.com.

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 56 cities with 600 daily flights. New service to Baltimore begins on September 9. The airline also intends to commence service to Barbados (October 1); Saint Lucia (October 26); and Kingston, Jamaica (October 30). 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 visit www.jetblue.com.

(a) For travel to/from Los Angeles (LAX): Travel must be booked by June 26, 2009, 11:59 PM MT. Travel must take place between September 8, 2009 and November 11, 2009. Travel must be completed by November 11, 2009. Travel must take place on Tuesday and/or Wednesday. All 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. Fares may not be available on all days or on all flights. 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 (1-800-538-2583), TTY/TDD 1-800-336-5530, 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 $30 applies. DIRECTV(r) service is not available on flights outside the continental US. Other restrictions apply. (C)2009 JetBlue Airways

(b) 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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