From the Bay to the Beach: JetBlue Adds Service Between San Francisco and Fort Lauderdale

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- First nonstop service from SFO to Fort Lauderdale -
- Easy connections available to the Caribbean -

SAN FRANCISCO, Aug. 11 /PRNewswire-FirstCall/ -- JetBlue Airways (Nasdaq: JBLU) invites San Franciscans to trade the bay for the beach this fall as the airline begins the city's first nonstop service to sunny Fort Lauderdale, Fla. Beginning November 17, 2009, customer-focused JetBlue will offer daily service between San Francisco International Airport and its South Florida focus city at Fort Lauderdale-Hollywood International Airport. JetBlue has been offering West Coast travelers nonstop service between L.A./Long Beach and Fort Lauderdale since 2003. From Fort Lauderdale, easy connections to Caribbean destinations including Nassau, Bahamas and San Juan, Puerto Rico are a breeze.

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

JetBlue's new SFO-Fort Lauderdale flights will offer travelers unrivaled amenities onboard, including "people friendly" legroom -- the most in coach of any U.S. airline(a) -- the most free live entertainment of any U.S. airline(b), and unlimited free snacks and drinks -- not to mention JetBlue's sincere, personal and award-winning customer service.

San Francisco (SFO) to Fort Lauderdale (FLL)	Fort Lauderdale (FLL) to San Francisco (SFO)
Depart - Arrive	Depart - Arrive
11:30 p.m. - 7:50 a.m. (next day)	7:15 p.m. - 10:35 p.m.

-- Service begins November 17, 2009 --

"JetBlue is thrilled to be introducing our long-requested service between San Francisco and South Florida," said Robin Hayes, JetBlue's chief commercial officer. "We look forward to further expansion in these important JetBlue cities, and we're confident travelers will really appreciate JetBlue's service, in particular our legroom, on this new coast-to-coast flight. JetBlue offers at least 34-inches between seats, or for just $40 more, you can stretch out and enjoy 38-inches in a super-spacious Even More Legroom seat. Either way you can cross your legs."

Overnight flights from San Francisco 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 -- whether that's in the boardroom or on the beach.

From San Francisco International Airport, JetBlue currently offers daily nonstop service to Austin, Tex.; Boston, L.A./Long Beach, and New York. From Fort Lauderdale, JetBlue serves 17 destinations including Austin, Tex.; Boston; Buffalo, N.Y.; Cancun, Mexico; Charlotte, N.C.; L.A./Long Beach, Calif.; Nassau, Bahamas; New York/JFK; New York/LaGuardia; Newark, N.J.; Newburgh, N.Y.; Raleigh/Durham, N.C.; Richmond, Va.; San Juan, Puerto Rico; Santo Domingo, Dominican Republic; Washington/Dulles; and White Plains, N.Y.

About JetBlue Airways

JetBlue Airways has created a new airline category based on value, service and style. In 2009, the carrier ranked "Highest in Customer Satisfaction Among Low-Cost Carriers in North America" by J.D. Power and Associates, a customer satisfaction recognition received for the fifth year in a row.

Known for its sincere, personal 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 650 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-JET-BLUE (1-800-538-2583), TTY/TDD 1-800-336-5530 or visit www.jetblue.com.

This press release contains statements of a forward-looking nature which represent our management's beliefs and assumptions concerning future events. When used in this document and in documents incorporated herein by reference, the words "expects," "plans," "anticipates," "indicates," "believes," "forecast," "guidance," "outlook," "may," "will," "should," "seeks," "targets" and similar expressions are intended to identify forward-looking statements. 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; volatility in financial and credit markets which could affect our ability to obtain debt and/or lease financing or to raise funds through debt or equity issuances; 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; a continuance of the economic recessionary conditions in the U.S. or a further economic downturn leading to a continuing or accelerated decrease in demand for domestic and business air travel; 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 2008 Annual Report on Form 10-K, Current Report on Form 8-K filed on June 1st, 2009, 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.

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

(b) Based on free live content available on U.S. carriers. DIRECTV service is not available on flights outside the continental United States; however, where applicable in-flight movies are offered complimentary on these routes.

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