Introducing JetBlue's All-You-Can-Jet Pass! One Month of Unlimited Travel Available for Only $599(a)

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-- Today through Aug. 21*, customers can purchase a flight pass to visit as many destinations as often as they like between Sept. 8 and Oct. 8, 2009(a) --

-- Jetters will have access to every available seat, on every flight and can

book travel or make changes up to three days before departure --

NEW YORK, Aug. 12 /PRNewswire/ -- What would you do with an All-You-Can-Jet pass on JetBlue Airways (Nasdaq: JBLU)? Today through August 21*, customers can purchase an unlimited travel pass for only $599(a), which will allow them to visit any of the airline's 56 international and domestic destinations as often as they like between September 8 and October 8, 2009. Pass holders will have access to every available seat on every flight with no blackout dates, and can book travel up to three days prior to departure through October 5(a). Thirty-five TrueBlue points from the airline's customer loyalty program will also be awarded with the purchase of an All-You-Can-Jet pass.

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

"The All-You-Can-Jet pass gives jetsetters access to a bigwig lifestyle, with 56 destinations and more than 150 jets available at a moment's notice," said Robin Hayes, executive vice president and chief commercial officer for JetBlue Airways. "Get extra face time with an important client; become a groupie for your favorite band; grab a ticket to the away games; extend summer with some extra rays in the Caribbean; take a spontaneous trip to see the extended family; or grab some genuine jambalaya or clam chowder. You can do it all as often as you like in a month without emptying your pockets. It's our answer to the ultimate road trip."

Customers who purchase a pass can book new travel or make changes or cancellations to previous pass reservations without penalty up to three days before departure. All travel using the All-You-Can-Jet pass must be booked between Aug. 12 and Oct. 5(a). Changes or cancellations made less than three days before departure will be subject to JetBlue's $100 change/cancel fee. All pass purchases can be made by calling 1-800-JETBLUE (538-2583). Customers must be TrueBlue members to take advantage of the pass. For more information about TrueBlue, or to register to become a member, visit www.jetblue.com/trueblue.

All-You-Can-Jet pass holders can book flights by calling 1-800-JETBLUE (538-2583) and providing reservations crewmembers with their pass holder number, which they will receive after purchasing the pass. The pass is inclusive of taxes and fees for all domestic flights. Additional taxes and fees for Puerto Rico and international flights are not included. Customers can upgrade to Even More Legroom seats on each flight for an additional $10, $25 or $40, depending on the flight length. Other terms and conditions apply(a). Additional information is available at http://www.jetblue.com/deals/all-you-can-jet/tc.pdf.

About JetBlue Airways

New York-based 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.

*While supplies last

(a) Offer ends 8/21/09, or earlier at JetBlue's discretion. Pass includes unlimited coach class air travel for one person on JetBlue-operated flights between any cities in the JetBlue route network. Valid for travel between 9/8/09 and 10/8/09. Each flight must be booked no later than 11:59pm MDT 3 days prior to the flight's scheduled departure. Changes or cancellations of flight bookings made after 11:59pm MDT 3 days prior to the flight's scheduled departure will incur a $100 change/cancel fee. "No shows" for flights will incur a $100 fee, with Pass suspension until fee is paid. Passes may be used only to book new travel and may not be applied to existing reservations. Travel is subject to availability and seats may not be available on all flights. Passes may not be used

for code share or interline flights, Getaways packages, Cruises, Gift Cards, or other products and services. Pass does not include taxes and fees applicable to international or Puerto Rico travel, including without limitation (a) Passenger Facility Charges of up to $9.00 each way, (b) September 11th Security Fees of up to $2.50 per enplanement at a U.S. originating airport, (c) Federal Segment Taxes of $3.60 per domestic segment (a segment is a takeoff and landing), (d) in the case of international travel, government fees and taxes of up to $127.60 each way, and (e) in the case of Puerto Rico travel, a US Departure Tax of $16.10 each way. All taxes and fees must be paid at the time of travel booking. Passes are non-refundable. Passes and Pass travel are non-transferrable. A second bag fee of $30 applies. Other restrictions apply; see Terms and Conditions at http://www.jetblue.com/deals/all-you-can-jet/tc.pdf for complete details.

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