JetBlue Puts New San Francisco - Fort Lauderdale Route on Sale for Just $89 Each Way

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- Daily nonstop service begins Nov. 17 -
- All fares include the most legroom in coach of any U.S. airline (b) -

SAN FRANCISCO, Aug. 12 /PRNewswire-FirstCall/ -- JetBlue Airways (Nasdaq: JBLU) today announces an irresistible introductory sale fare of just $89 (a) each way for seats on the airline's newest route between San Francisco International Airport and Fort Lauderdale-Hollywood International Airport. Award-winning JetBlue will kick off the first nonstop service between the two cities on Nov. 17, 2009.

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

Every low fare comes packed with premium amenities including the most legroom in coach, the most free live entertainment of any U.S. airline (b) plus unlimited free snacks and drinks and a free first checked bag. Friendly customer service is always offered free at JetBlue.

Travelers looking to make an already comfortable experience even more sumptuous can upgrade to one of JetBlue's Even More Legroom seats for just $40 each way on nonstop flights between San Francisco and South Florida. Even More Legroom seats offer travelers the JetBlue experience they've come to love with the added luxury of four more inches of legroom (for a total of 38-inches between seats).

This introductory fare is available for purchase at www.jetblue.com through August 25, 2009, and valid for travel between November 17, 2009, and February 10, 2010. Fare sales are one way, and certain holiday blackout dates apply (a).

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.

(a) For travel between San Francisco and Ft Lauderdale: Travel must be booked by August 25, 2009, 11:59 PM MT. 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 require up to a 21-day advance purchase. Travel must take place between November 17, 2009 and February 10, 2010. Travel must be completed by February 10, 2010. Blackout dates for travel are November 25, 2009, November 28-30, 2009, December 18-20, 2009, December 25-31, 2009, and January 1-4, 2010. Fares may not be available on all days or on all flights. Fares are most often found on midweek travel dates. 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. 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. JetBlue offers the most free live entertainment 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.

SOURCE JetBlue Airways
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