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- Additional flights also on tap for New York - Jamaica route -

NEW YORK, Aug. 25 /PRNewswire-FirstCall/ -- JetBlue Airways (Nasdaq: JBLU) has applied for authority from the Government of Jamaica to begin offering two new routes linking Montego Bay to its expanding focus cities in Boston and Orlando, Fla. Award-winning JetBlue intends to launch service on both routes this winter, subject to receipt of government operating authority, bolstering an already robust Caribbean schedule that includes up to 71 daily flights to the region.

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

"Jamaica and JetBlue is truly a match made in heaven -- or paradise, as it were," said Scott Laurence, JetBlue's vice president of route planning. "In just a few months in the market, we've developed a strong following among travelers looking for more from their airline -- more value, more comfort, and more customer service. We're thrilled to add to our island service with new flights from Boston and Orlando, where our ongoing international expansion has been a true success story."

"We are very pleased at JetBlue's decision to expand its service to Montego Bay, and to begin service to Kingston," said Hon. Edmund Bartlett, Jamaica's Minister of Tourism. "This is a significant addition to our airlift capacity, and will certainly add muscle to our marketing efforts in North America. This opportunity gives us access to JetBlue's impressive network of loyal clients."

Orlando - Montego Bay

JetBlue plans to begin daily nonstop service from its growing focus city at Orlando International Airport to Montego Bay commencing Feb. 8, 2010, subject to receipt of government operating authority. Montego Bay will be the 23rd nonstop destination served by JetBlue from Central Florida, where the airline offers flights to 8 other destinations in the Caribbean and Latin America including Bogota, Colombia; Cancun, Mexico; Nassau, Bahamas; San Jose, Costa Rica; Santo Domingo, Dominican Republic; and Aguadilla, Ponce, and San Juan, Puerto Rico.

Boston - Montego Bay

From JetBlue's focus city at Boston's Logan International Airport, the airline plans to launch Saturday-only nonstop service to Montego Bay beginning Jan. 9, 2010, subject to receipt of government operating authority. Montego Bay will be JetBlue's 33rd destination at Logan, where the airline already offers flights to the most nonstop destinations of any carrier, including service to Caribbean hot spots such as Aruba; Bermuda; Cancun, Mexico; Nassau, Bahamas; San Juan, Puerto Rico; Santo Domingo, Dominican Republic; and St. Maarten. JetBlue's successful expansion in Boston continues next month with the launch of daily nonstop service to Baltimore on Sept. 9.

Other Jamaica routes

In addition to its two new Montego Bay routes, JetBlue also plans to increase service on its existing route between Montego Bay and New York's John F. Kennedy International Airport over the winter holidays, offering up to 11 weekly flights on this popular route. As previously announced, JetBlue also intends to begin flights between New York and Kingston, Jamaica commencing Oct. 30, 2009.

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.

SOURCE JetBlue Airways

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