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- Boston, New York and Long Beach to see more flights in January -

SAN FRANCISCO, Aug. 27 /PRNewswire-FirstCall/ -- JetBlue Airways (Nasdaq: JBLU) will ramp up its popular service at San Francisco International Airport this winter, adding five new daily nonstop flights to its schedule in response to strong demand for its premium low-fare product.

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

Beginning in January, award-winning JetBlue will add two daily nonstop flights from San Francisco to its West Coast focus city at L.A.'s Long Beach Airport (for a total of five daily flights); a second daily nonstop flight to its focus city at Boston's Logan International Airport; and a second daily nonstop flight to the airline's acclaimed home at New York's John F. Kennedy International Airport Terminal Five. As previously announced, JetBlue will also begin San Francisco's first nonstop service to its Fort Lauderdale, Fla. focus city beginning Nov. 17, 2009.

JetBlue's San Francisco schedule

Destination	Added flights	Total daily departures
Austin, Texas	-	1
Boston	1	2
Fort Lauderdale, Fla.	1	1
L.A./Long Beach, Calif.	2	5
New York (JFK)	1	2
Total daily flights	5	11

-- Schedule effective January 2010 --

"JetBlue is proud to be expanding in San Francisco to give our loyal customers more flight options to their favorite destinations," said Robin Hayes, JetBlue's chief commercial officer. "What could be better for travelers than more JetBlue flights with more legroom in coach (a), unlimited free snacks and drinks, and more free live entertainment choices (b) than the other guys, not to mention some of the industry's most celebrated customer service?"

JetBlue's new routes will be offered aboard the Airbus A320, which offers Customers top amenities including the most legroom in coach of any U.S. airline (a), 36 channels of complimentary DIRECTV(R), more than 100 channels of XM Satellite Radio(R), and unlimited free snacks and drinks. For a small fee ($10 each way from the Bay Area to Long Beach, $25 each way to Austin, or $40 each way to the East Coast) customers can upgrade to one of JetBlue's super-spacious Even More Legroom seats, which offer travelers a sumptuous 38" between seats.

New flight for Oakland

Across the bay, JetBlue also plans to add an additional nonstop flight from Long Beach to Oakland in January (for a total of 4 daily flights).

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(R) 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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