jetBlue

JetBlue Puts New Boston-Jamaica and Orlando-Jamaica Routes on Sale

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- Now offering 33 destinations from Boston and 23 from Orlando -

NEW YORK, Sept. 23 /PRNewswire-FirstCall/ -- JetBlue Airways (Nasdaq: JBLU) today kicked off sales on two of its newest Caribbean routes, linking Boston and Orlando with Montego Bay, on Jamaica's north coast. Nonstop flights on both routes are set to begin in the New Year, subject to receipt of government operating authority, just in time for a mid-winter getaway to one of the region's most popular destinations.

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

"We're proud to add more flights to Jamaica and expand on our commitment to being the carrier of choice to the Caribbean," said Scott Laurence, JetBlue's vice president of network planning. "With JetBlue, all customers can enjoy a free first checked-bag, free in-flight entertainment, unlimited free snacks, and the most legroom in coach(c), key amenities no other airline matches. With as many as 71 flights per day to the region this winter, JetBlue has a flight and a destination for everyone."

Boston - Montego Bay

At Boston's Logan International Airport, JetBlue will debut new nonstop service to Montego Bay -- its 33rd destination -- on Jan. 9, 2010, subject to receipt of government operating authority. Fares start at $149(b) each way. JetBlue already offers nonstop service to more cities than any other carrier in Boston. The new Montego Bay flight will operate on Saturdays, complementing JetBlue's existing daily connecting service to Montego Bay via New York/JFK. Customers interested in other sunspots this winter can take advantage of JetBlue's nonstop service from Logan to Aruba; Cancun, Mexico; Nassau, Bahamas; San Juan, Puerto Rico; Santo Domingo, Dominican Republic; and St. Maarten.

JetBlue's schedule between Boston and Montego Bay:

Boston (BOS) to Montego Bay, Jamaica (MBJ)	Montego Bay, Jamaica (MBJ) to Boston (BOS)
Depart - Arrive	Depart - Arrive
11:55 a.m. - 3:45 p.m.	4:45 p.m. - 8:53 p.m.

-- Service begins Jan. 9, 2010, subject to receipt of government operating authority --

Orlando - Montego Bay

Daily service between Orlando International Airport and Montego Bay is set to begin Feb. 8, 2010, subject to receipt of government operating authority, with fares as low as $69(a) each way. Montego Bay is JetBlue's 23rd nonstop destination from its growing Orlando focus city, and one of 8 destinations offered by JetBlue from Central Florida to 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.

JetBlue's schedule between Orlando and Montego Bay:

Orlando (MCO) to Montego Bay, Jamaica (MBJ)	Montego Bay, Jamaica (MBJ) to Orlando (MCO)
Depart - Arrive	Depart - Arrive
10:30 a.m. - 12:23 p.m.	1:18 p.m. - 3:31 p.m.

-- Service begins Feb. 8, 2010, subject to receipt of government operating authority --

With JetBlue, every low fare to Montego Bay -- or any of the airline's 17 destinations in the Caribbean and Latin America -- comes packed with premium amenities including the most legroom in coach of any U.S. airline (c), unlimited free snacks and drinks, and JetBlue's award-winning customer service. Book yours now at *www.jetblue.com*.

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 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 serves 57 cities with 650 daily flights. The airline 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) from the United States, 1-800-963-3014 from Jamaica; or TTY/TDD 1-800-336-5530; or visit *www.jetblue.com*.

(a) For travel from Orlando to Montego Bay, Jamaica: All fares are subject to change without notice. Fares are only available for flights booked at jetblue.com. Travel costs $15 more per person if purchased by telephone, or at an airport or city ticket office. Travel must be booked by October 2, 2009, 11:59 PM MT. Travel must take place between February 8, 2010 and March 24, 2010. Travel must be completed by March 24, 2010. Blackout dates for travel from Orlando to Montego Bay are between February 12, 2010 and February 15, 2010. Blackout dates for travel from Montego Bay to Orlando are between February 19, 2010 and February 21, 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, TTY/TDD 1-800-336-5530, 1-800-963-3014 if located in Jamaica, 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. International fares also do not include government fees and taxes of up to $127.60 each way. 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 $20 applies. DIRECTV(r) service is not available on flights outside the continental US. Montego Bay, Jamaica service begins February 8, 2010, pending government operating authority. Jamaica-originating travel is not available for sale at this time. Other restrictions apply. (C)2009 JetBlue Airways

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

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.

CONTACT:

JetBlue Corporate Communications
CorporateCommunications@jetblue.com
(718) 709-3089

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JetBlue Reservations
(800) 538-2583 - USA
(800) 963-3014 - Jamaica
(800) 336-5530 - TTY/TDD:
www.jetblue.com
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SOURCE JetBlue Airways

JetBlue Corporate Communications, CorporateCommunications@jetblue.com, +1-718-709-3089; or JetBlue Reservations, +1-800-538-2583 - USA, +1-800-963-3014 - Jamaica, +1-800-336-5530 - TTY/TDD

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