Catch a Waive! Surfboards Ride Free on JetBlue Airways Between New York/JFK and Puerto Plata, Dominican Republic

Sep 25, 2009

Catch a Waive! Surfboards Ride Free on JetBlue Airways Between New York/JFK and Puerto Plata, Dominican Republic

- Value airline celebrates its presenting sponsorship of the second annual New York Surf Film Festival by waiving surfboard fees for customers traveling to the island's fabled North Coast -

NEW YORK, Sept. 25 /PRNewswire-FirstCall/ -- Today, JetBlue Airways (Nasdaq: *JBLU*), New York's hometown airline, is pleased to announce it is again the presenting sponsor of the second annual New York Surf Film Festival, the premier showcase for international independent surf film, alongside the Dominican Republic Ministry of Tourism. In celebration, the value airline is waiving the standard checked surfboard fee of $50 each way (a) for customers traveling between New York/JFK and Puerto Plata, Dominican Republic (D.R.), this season. To receive the discount, roundtrip travel must originate in New York and take place between Sept. 25, 2009 and Feb. 7, 2010. The checked surfboard fee will be waived at the airport.

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

"As a surf-friendly airline, JetBlue wants to make it as easy as possible for surfers to travel with their boards to great surf destinations, whether it's SoCal or Hawaii of the East, Aguadilla," said James Hnat, Executive Vice President Corporate Affairs and General Counsel, JetBlue Airways. "Our sponsorship of the New York Surf Film Festival allows us to support great surf filmmakers and also provide an incentive to catch a wave in Puerto Plata."

JetBlue destinations with popular surf breaks nearby can be found in California (Long Beach, Los Angeles, San Diego, San Jose, San Francisco and Oakland), Florida (Fort Lauderdale, Jacksonville and West Palm Beach), Puerto Rico (Aguadilla and San Juan), Costa Rica and Barbados (service starts Oct. 1).

JetBlue offers year-round, nonstop service to Puerto Plata's Gregorio Luperon International Airport from New York/JFK, as well as daily flights to Santiago and Santo Domingo, D.R. The carrier also offers nonstop flights connecting Santo Domingo with Boston; Fort Lauderdale; and San Juan, Puerto Rico.

Puerto Plata is one of 14 Caribbean and Latin American destinations currently served by JetBlue, including: Aruba; Bermuda; Cancun; Bogota, Colombia; Montego Bay, Jamaica; Nassau, Bahamas; San Jose, Costa Rica; St. Maarten; Aguadilla, Ponce and San Juan, Puerto Rico; and Santiago and Santo Domingo, D.R. JetBlue is scheduled to begin new service to Barbados on Oct. 1; to Saint Lucia on October 26; and to Kingston, Jamaica on October 30.

The NYSFF is a three-day event held Sept. 25-27 and includes screenings of independent short and feature films, cult classics and world premieres from established surf filmmakers. In between screenings, other activities are presented including a surf history lecture series, Q&A sessions with filmmakers and notable surfers, panel discussions, and meet and greets. For more information about NYSFF, visit *http://www.surffilm.com*

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 award-winning 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 serves 57 cities in its network 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), TTY/TDD 1-800-336-5530 or visit *www.jetblue.com*.

(a) It is recommended that surfboards travel in a hard-sided (rather than soft-sided) case to prevent damage. One surfboard is permitted per case. Surfboards are accepted on domestic flights for a fee of $50 per board each way and will count as a checked bag. On international flights, customers will be charged a fee of $50 per board each way and each board will count as part of the checked baggage allowance. Surfboards are accepted to all destinations except to/from Bermuda, Santo Domingo and Santiago. Sporting goods/equipment will only be accepted for transportation at the customer's own risk. JetBlue Airways will not be liable in the event that the item is damaged, lost or spoiled upon arrival.

SOURCE JetBlue Airways

JetBlue Corporate Communications, +1-718-709-3089, CorporateCommunications@jetblue.com, or JetBlue Reservations: +1-800-JET-BLUE (538-2583), TTY/TDD: +1-800-336-5530

Powered by SITECORE