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Oct 26, 2009

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NEW YORK, Oct 26, 2009 /PRNewswire-FirstCall via COMTEX/ -- JetBlue Airways (Nasdaq: JBLU) continues to expand the selection of international destinations on its route network with new service to the Caribbean island of Saint Lucia, known as the "Helen of the West Indies." Nonstop service to Saint Lucia's Hewanorra International Airport (UVF) from the airline's home at New York's John F. Kennedy International Airport (JFK) begins today. The award-winning airline now serves the island with nonstop flights every Monday, Thursday and Sunday, operated by its 150-seat Airbus A320 aircraft. Onward connections to/from other U.S. cities are also available.

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

To further celebrate the inaugural service, JetBlue is offering a special $129 (a) sale fare each way for U.S. originating travel between New York and Saint Lucia. Flights are on sale today through Friday, Oct. 30 at *www.jetblue.com* for travel between November 2, 2009 and February 8, 2010. Blackout dates and other restrictions apply (a).

"We remain focused on providing service to more Caribbean destinations, along with affordable prices, convenient schedules and an unrivaled customer experience to the places our customers tell us they want to go," said Marty St. George, senior vice president of marketing and commercial strategy for JetBlue Airways. "We offer the best travel product in the Americas, including more legroom, unlimited free snacks and drinks, more free entertainment on personal seatback TVs and more friendly service. We are confident that in addition to our low fares, Saint Lucians will find JetBlue is a refreshing way to travel."

"We are delighted to welcome JetBlue, one of the world's leading airlines, to our island," said Senator Allen Chastanet, Minister for Tourism and Civil Aviation, Saint Lucia. "This new service from New York improves Saint Lucia's accessibility to nationals and visitors, and for goods and services between our country and the global marketplace. JetBlue's commitment to excellence is commendable and with our new and recently renovated tourism product and attractions, we believe this winning partnership will be of benefit to visitors and Saint Lucians alike."

"The United States Embassy in the Eastern Caribbean welcomes the inauguration of JetBlue's outstanding service from New York to Saint Lucia as a new bridge between the United States and Saint Lucia that will strengthen our already close ties," said Charge d'Affaires Dr. Brent Hardt. "JetBlue's decision to launch this new service at this time is a strong vote of confidence in Saint Lucia and its future as a destination of choice for American visitors. I congratulate our friends at JetBlue and the government and people of Saint Lucia for what I am sure will be a long and successful partnership."

JetBlue's new service from JFK to Saint Lucia:

New York (JFK) To Saint Lucia (UVF)	Saint Lucia (UVF) to New York (JFK)
Depart - Arrive	Depart - Arrive
7:55 a.m. - 12:32 p.m. (effective 10/26)	2:05 p.m. - 6:51 p.m. (effective 10/26)
9:54 a.m. - 3:31 p.m. (effective 11/1)	4:26 p.m. - 8:24 p.m. (effective 11/1)

-- Flights operate on Mondays, Thursdays, and Sundays --

JetBlue also offers full vacation packages for Saint Lucia and 35 other JetBlue destinations. JetBlue Getaways customers book discounted vacation packages including airfare, hotel, airport transfers and/or various activities at one time, saving valuable time and money. Customers can book a JetBlue Getaways vacation package to Saint Lucia at *www.jetblue.com/getaways* or through the JetBlue Getaways desk by calling 1-800-JETBLUE (538-2583), option 3. Current special offers on air and hotel packages to celebrate JetBlue's inaugural flight include (b):

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--  Almond Morgan Bay, All Inclusive - reduced rates plus $100 resort credit
--  Anse Chastanet Resort, All Inclusive - 5th and 7th night free
--  Ladera Resort - 7th night free
--  Royal by Rex - reduced rates
--  Sandals Halcyon Beach St. Lucia, Luxury included - reduced rates

--  St. Lucian by Rex Resorts - reduced rates
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Saint Lucia is one of 17 Caribbean and Latin American destinations served by JetBlue in 2009, including three destinations in Puerto Rico, and one of the more than 50 destinations throughout the Americas. In addition to its new service today, JetBlue will also begin new service to Kingston, Jamaica on October 30. This year, the airline has also added new service to international destinations including Barbados; Bogota, Colombia; San Jose, Costa Rica; and Montego Bay, Jamaica.

About Saint Lucia

Saint Lucia *(pronounced Saint LOO-SHA)* is nestled halfway down the eastern Caribbean archipelago between Martinique to its north and St. Vincent to its South. Known as the "Helen of the West", Saint Lucia is famous for its natural beauty and diverse attractions, including the signature Piton Mountains - a UNESCO World Heritage Site; a tropical rainforest and one of the world's few drive-in volcanoes. Culturally rich offerings include the bustling marketplace in the capital of Castries, quaint fishing villages along the coastline, and the annual Saint Lucia Jazz. Saint Lucia's wide range of accommodations includes world-class five-star resorts, all-inclusive resorts, intimate inns and value-oriented properties. For more information about the island of Saint Lucia, call 1-800-456-3984 or visit *http://www.stlucia.org*

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 59 cities with 650 daily flights. New service to Kingston, Jamaica on 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 from New York City to St. Lucia: Travel must be booked by October 30, 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 7-day advance purchase. Travel must take place between November 2, 2009 and February 8, 2010. Travel must be completed by February 8, 2010. Blackout dates for travel are between December 15, 2009 and January 6, 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. International fares also do not include government fees and taxes of up to $127.60 each way. Puerto Rico fares also do not include a US Departure Tax of $16.10 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 $30 applies. DIRECTV(r) service is not available on flights outside the continental US. Other restrictions apply. A(C)2009 JetBlue Airways

*(b) *Almond Smugglers Cove and Almond Morgan Bay: Offer ends 11/18/09. Receive reduced rates plus $100 resort credit. Packages must be purchased by 11/18/09 and all travel must be completed by 12/20/09. Resort credit is per room, per stay and applies to entities available at this individual resort. Does not apply to product or gratuities. May be used for upgraded dinner menus and bottled wine. Sandals Halcyon Beach St. Lucia: Offer ends 12/23/09. Receive reduced rates. Packages must be purchased by 12/23/09 and all travel must be completed by 12/26/09. 3 night minimum stay required. St. Lucian Resort and Royal Resort by Rex Resorts: Offer ends 12/22/09. Receive reduced rates. Packages must be purchased by 12/22/09 and all travel must be between 10/26/09-12/22/09. Valid in the Papillion Room category only. Anse Chastanet Resort: Offer ends 11/31/09. Stay 4 consecutive nights and receive the 5th night free. Stay 6 consecutive nights and get the 5th and 7th night free. Packages must be purchased by 11/31/09 for travel completed by 12/19/09 and between 01/03/10-01/31/10. Ladera Resort: Offer ends 12/18/10. Stay 6 consecutive nights and receive the 7th night free. Packages must be purchased by 12/18/10 for travel 1/5/10 through 12/18/10. All: Offer reflected in the advertised package price. Credits are non-transferable, have no cash value, and any unused portions will be forfeited. Subject to availability, restrictions may apply. Getaways Terms and Conditions apply*

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