JetBlue Jets to Second Jamaican Destination: Kingston

Oct 30, 2009

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- Nonstop daily flights from New York to the island's capital city begin today -

NEW YORK, Oct. 30 /PRNewswire-FirstCall/ -- JetBlue Airways (Nasdaq: JBLU) today begins new service to Kingston, Jamaica - its 14th international destination. The airline will serve Kingston's Norman Manley International Airport with daily nonstop service to/from New York's John F. Kennedy International Airport (JFK), with onward connecting service available to cities across the United States. JetBlue's flights to the Jamaican capital are already on sale at *www.jetblue.com*.

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

Kingston will be JetBlue's second destination in Jamaica, after launching its already successful daily nonstop service between JFK and Montego Bay on the north coast of the island, rounding out a robust lineup of Caribbean destinations that already include Mexico, the Dominican Republic, Puerto Rico, Costa Rica, Colombia, Aruba, St. Maarten, Saint Lucia, Barbados, Bermuda and the Bahamas. JetBlue also plans to begin daily nonstop service to Montego Bay from its growing focus city at Orlando International Airport commencing Feb. 8, 2010, and Saturday-only nonstop service from Boston's Logan International Airport beginning Jan. 9, 2010, subject to receipt of government operating authority.

To further celebrate the inaugural service, JetBlue is offering a special $89 (a) sale fare each way between New York and Kingston. Flights are on sale today through November 4th, at *www.jetblue.com*, for travel between October 31, 2009 and February 8, 2010. Blackout dates and other restrictions apply (a).

"JetBlue is proud to be serving its second Jamaican destination, Kingston, as we continue to grow our operations on the island and improve our already fantastic relationship with Jamaica and its people," said Rob Maruster, JetBlue Airways' COO. "We look forward to providing the JetBlue award winning experience - complete with free snacks, drinks, seatback TVs and friendly on board attention - while enjoying the most wonderful view of the Blue Mountains arriving into Kingston."

According to Jamaica's Director of Tourism John Lynch: "We are pleased that JetBlue has commenced daily service from New York to Kingston. This will expand the Board's Diaspora outreach efforts. The new service builds on our existing relationship with the airline which started service to Jamaica in May," said Lynch. "JetBlue Airways is a popular airline, and we are confident that with the start of daily service from New York, Kingston - the entertainment and cultural capital of the Caribbean - will become a favorite destination for even more visitors from this market."

"JetBlue Airways will offer new service to Kingston from New York along with their existing service to Montego Bay, " said Isiah Parnell, Charge d'Affaires, U.S. Embassy in Kingston. "This is another example of the strong economic and social ties between Jamaica and the United States. We are pleased to see another important business link between our two countries."

Mark Williams, Vice President - Commercial Development & Marketing, of the Airport Authority of Jamaica, commented: "We are very pleased to welcome JetBlue to Kingston and are confident that their reputation of offering first class service will resonate well with the large Jamaican Diaspora in the New York area."

JetBlue will serve Kingston with its spacious 150-seat Airbus A320 aircraft. The A320 offers travelers all of the amenities for which JetBlue has become well-regarded throughout the Americas: complimentary seatback television programming including free first-run movies, comfortable leather seats, the most legroom in coach of any U.S. airline (b), unlimited free snacks and industry-leading customer service.

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          JetBlue's new service from JFK to Kingston:

          New York (JFK)              Kingston (KIN) to
          To Kingston (KIN)           New York (JFK)
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          Depart - Arrive             Depart - Arrive
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          7:58 a.m. - 11:45 a.m.      12:40 p.m. - 4:40 p.m.
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               -- Flights operate on a daily schedule --
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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 60 cities with 650 daily flights. 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 between New York City and Kingston: Travel must be booked by November 4, 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. Travel must take place between October 31, 2009 and February 8, 2010. Travel must be completed by February 8, 2010. Blackout dates for travel from New York City to Kingston are between December 12, 2009 and December 27, 2009. Blackout dates for travel from Kingston to New York City are between December 26, 2009 and January 17, 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, 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. 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. ©2009 JetBlue Airways

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

SOURCE JetBlue Airways

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