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- $10 fare now available on all remaining seats for travel on Tuesday or Wednesday, March 9 or 10, 2010(a) between these cities - -

Travel must be booked on www.jetblue.com by 11:59 p.m. CST tonight -

NEW YORK, March 8, 2010 /PRNewswire via COMTEX/ -- New York's hometown value airline JetBlue Airways (Nasdaq: JBLU) today celebrates 10 years of service with special $10 Thank You fares(a) on all remaining seats between New York's John F. Kennedy International Airport (JFK) and the airline's first 10 destinations. Travel must be booked online at www.jetblue.com by 11:59 p.m. CST on March 8, 2010 for travel on Tuesday or Wednesday, March 9 or 10. This one-day sale fare is the first of many monthly celebrations as JetBlue commemorates the start of its second decade.
(Logo: http://www.newscom.com/cgi-bin/prnh/20090217/NY71475LOGO-b)

On February 11, 2000, JetBlue launched a new airline category now known for providing friendly service, free snacks and drinks, comfortable leather seating with ample legroom and free satellite radio and live TV on personal seatback screens. Ten dollar fares(a) are now available between JFK and:

- Fort Lauderdale, Fla. (FLL)
- Buffalo, N.Y. (BUF)
- Tampa, Fla. (TPA)
- Orlando, Fla. (MCO)
- Rochester, N.Y. (ROC)
- Oakland, Calif. (OAK)
- Burlington, Vt. (BTV)
- West Palm Beach, Fla. (PBI)
- Salt Lake City, Utah (SLC)
- Fort Myers, Fla. (RSW)

In addition to this one day sale, on Wednesday, March 10, JetBlue will also be announcing a special giveaway opportunity for customers in New York City on @JetBlue, the airline's original Twitter account designed to keep an open forum with customers. To find out more, follow JetBlue on Twitter at http://www.twitter.com/JetBlue and stay tuned for updates, hints and directions leading up to Wednesday's event.

"February 11 marked the day of JetBlue's 10th anniversary milestone, but as we enter our second decade we couldn't think of a better way to pay tribute to 2010 than a monthly celebration with our crewmembers and our customers," said Robin Hayes, chief commercial officer for JetBlue Airways. "We are excited to kick things off in our own backyard with these $10 fares and Wednesday's giveaway in New York. Stay tuned for more celebrations in more cities to come, from the airline that stays true to providing more value for our customers!"

JetBlue aims to be America's Favorite Airline by delivering superior customer service, the award-winning JetBlue Experience and the best domestic coach product in the skies. JetBlue offers the most nonstop departures from JFK and the most domestic departures from the New York metro area of any major domestic carrier. JetBlue is also the single largest airline operating nonstop between New York and Florida(b) and the 7th largest passenger carrier in the United States(c), serving 60 destinations in 20 states, Puerto Rico and 11 countries in the Caribbean and Latin America.

JetBlue's home base of operations is Terminal 5 at New York's JFK, a state-of-the art terminal that opened in October of 2008. T5 focuses on efficiency and customer comfort. The 635,000-square-foot terminal boasts 26 gates distributed throughout three concourses and includes a 55,000-square-foot central retail and concession Marketplace. T5 is designed to accommodate up to 20 million annual customers with up to 250 daily departures.

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 600 daily flights. With JetBlue, all seats are assigned, 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) Sale ends March 8, 2010 at 11:59 PM MT: all travel must be booked before this date/time. Sale fares apply only to flights that take place on March 9, 2010

and March 10, 2010, between New York, NY (JFK) and the following cities: Fort Lauderdale, FL (FLL), Buffalo, NY (BUF), Tampa, FL (TPA), Orlando, FL (MCO), Rochester, NY (ROC), Oakland, CA (OAK), Burlington, VT (BTV), West Palm Beach, FL (PBI), Salt Lake City, UT (SLC), and Fort Myers, FL (RSW). Availability may be extremely limited, and seats may not be available on all advertised routes and/or on all advertised dates. All fares are subject to change without notice. Sale fares are available for purchase only online at www.jetblue.com, and not by telephone, at an airport or city ticket office, or by any other method. All fares must be paid 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 $9.00 each way, September 11th Security Fees of up to $2.50 each way, and a Federal Segment Tax of $3.70 per domestic segment (a segment is a takeoff and landing). All taxes and fees must be paid at the time of purchase. A second bag fee of $30 applies. Other restrictions apply.

(b) Based on both number of departures and service capacity as measured by Available Seat Miles (ASMs)

(c) Based on service capacity as measured by Available Seat Miles (ASMs)

SOURCE JetBlue Airways

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