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Book introductory fares of $99 (a) each way today through May 24, 2010 at www.jetblue.com for travel Sept. 2 through Nov. 17, 2010 -

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BOSTON, May 18, 2010 /PRNewswire via COMTEX/ --JetBlue Airways (Nasdaq: JBLU) is pleased to announce nonstop service from Boston to Phoenix to begin September 2, 2010, offering customers more comfort and value when jetting between the two cities. This new route reinforces JetBlue's position as the largest airline at Logan International Airport and will follow a summer of network growth in Boston that includes a 30% increase in daily departures.

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

To celebrate the announcement of this new route, JetBlue is offering introductory fares starting at $99 (a) one-way for travel between September 2 and November 17, 2010. These fares must be purchased by May 24, 2010, and include premium amenities at no charge that JetBlue customers have come to know and love, including:

- Advance seat assignments for leather seats that offer the most legroom in coach of any U.S. airline (b);
- A variety of unlimited free snacks and beverages that range from sweet to savory;
- More than 100 channels of free, live in-flight entertainment at every seat, including 36 channels of DIRECTV(R) (c) and more than 100 channels of XM Satellite Radio(R);
- One free checked bag;
- Award-winning customer service.

"We have proudly set the domestic airline standard when it comes to the value customers receive for the price of a ticket," said Robin Hayes, JetBlue's Chief Commercial Officer. "As we continue our commitment to be the biggest airline in Boston, more travelers will have the opportunity to experience all the extras that come included with the price of a JetBlue ticket, whether it's the generous legroom, unlimited snacks, live entertainment or a free checked bag. Combine that with new airplanes and friendly service and it's easy to see why JetBlue is Boston's carrier of choice."

"JetBlue said they would be expanding their service from Boston over the summer and they are true to their word," said Ed Freni, Director of Aviation for the Massachusetts Port Authority, which owns and operates Logan. "This service by JetBlue is good news for Boston Logan International Airport and the millions of passengers who choose to fly from New England's gateway."

"We are very pleased to see JetBlue grow at Phoenix Sky Harbor," said Phoenix Aviation Director, Danny Murphy. "This new nonstop flight between Phoenix and Boston is welcome news for business and leisure travelers."

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JetBlue's schedule between Boston and Phoenix:

Boston (BOS) to        Phoenix (PHX) to
 Phoenix (PHX):        Boston (BOS):
Depart - Arrive       Depart - Arrive
7:30 a.m. - 10:09      11:00 a.m. - 6:58
 a.m.                  p.m.


--Flights operate daily effective September 2, 2010 --
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JetBlue's service between Boston and Phoenix will be operated by the airline's fleet of Airbus A320 aircraft.

From Boston JetBlue recently announced seven daily roundtrips to Ronald Reagan Washington National Airport set to begin November 1, 2010, and daily nonstop service to Sarasota Bradenton, Florida, set to begin November 18, 2010. With the addition of flights to Washington National Airport (DCA), Sarasota Bradenton International Airport (SRQ) and Phoenix Sky Harbor International Airport (PHX), JetBlue will offer Boston travelers 38 nonstop destinations, more than any other airline.

JetBlue earlier this year added more daily service from Boston to Denver, Orlando, Tampa, and San Francisco. Additional growth this summer includes more flights to Aruba, Cancun (Mexico), Chicago/O'Hare, Charlotte, Raleigh/Durham, Fort Lauderdale, Pittsburgh, Punta Cana (Dominican Republic), San Diego, San Jose (Calif.), San Juan (Puerto Rico), Santo Domingo (Dominican Republic) and Washington/Dulles.

Customers connecting through Boston on JetBlue from select destinations can also take advantage of convenient onward service to Europe and beyond on

JetBlue's partner airlines Aer Lingus and Lufthansa, or to destinations throughout New England with Cape Air.

About JetBlue Airways

Voted "Most Eco-Friendly Airline" by Zagat's Airline Survey in 2008 and 2009, New York-based JetBlue Airways has created a new airline category based on value, service and style. In 2009, the carrier also 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 61 cities with 600 daily flights. New service to Ronal Reagan Washington National Airport in Washington, DC and to Bradley International Airport in Hartford, CT begins in November. 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) For travel between Boston and Phoenix: Travel must be booked by May 24, 2010, 11:59 PM local time or 11:59 EST, whichever is earlier. 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 September 2, 2010 and November 17, 2010. Travel must be completed by November 17, 2010. Travel must take place on Tuesdays, Wednesdays, and/or Saturdays. Fares may not be available on all days or on all flights. 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, 1-809-200-9898 if located in the Dominican Republic, 1-800-884-9616 if located in Bermuda, 1-800-861-3372 if located in Mexico, 1-297-588-5388 if located in Aruba, 1-801-365-2583 if located in St. Maarten, 0800-0121666 if located in Costa Rica, 01800-9-156761 if located in Colombia, 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 $3.70 per domestic segment. A segment is a takeoff and landing. 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. ©2010 JetBlue Airways

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

(c) DIRECTV(R) service is not available on flights outside the continental United States; however, where applicable in-flight movies are offered complimentary on these routes.

SOURCE JetBlue Airways

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