JetBlue to Introduce Competition and Low Fares to Boston - Newark Market

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- Now offering 39 nonstop destinations from Logan Airport -
- Newark flights to complement frequent JFK service -
- 10 daily flights from Boston to New York City area in 2011 -

BOSTON, Aug 31, 2010 /PRNewswire via COMTEX/ --

JetBlue Airways (Nasdaq: JBLU) plans to continue growing its focus city at Boston's Logan International Airport with new daily nonstop service to Newark, N.J., beginning in early May 2011. JetBlue will operate four daily flights to Newark's Liberty International Airport, complementing its existing schedule of frequent daily flights between Boston and New York's John F. Kennedy International Airport. The new service will bring JetBlue's industry leading product and the only low-fare competition into a notoriously high-fare market and bolster its presence as Boston's #1 carrier, serving more nonstop destinations and carrying more travelers than any other airline.

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In the first quarter of 2010, the average airfare paid by travelers in the Boston - Newark market was $280 one-way, a price that is higher than the average fare paid by Boston travelers on any of the six coast-to-coast routes operated by JetBlue from Logan, according to statistics from the United States Department of Transportation.

"JetBlue is committed to giving travelers more for less, and that is particularly true for our new route to Newark, which currently has some of the highest airfares in America and no nonstop competition," said Scott Laurence, JetBlue's Vice President of Network Planning. "We're proud to have become Boston's carrier of choice by following one simple formula: offer reasonable fares and don't skimp on the experience, and people will keep coming back for more. It's not rocket science. We're excited to add this new service and give Boston travelers their choice of ten daily flights to the New York City area."

"With JetBlue entering the Newark market, another major destination from Boston will be served by a low cost carrier and that means competition will lower fares and our customers will win," said Ed Freni, Director of Aviation for Massport. "We congratulate JetBlue on its 39th destination from Boston and applaud their continued growth."

As with every low JetBlue fare from Boston, the airline's new Newark service will include its acclaimed Customer service plus unlimited free snacks and drinks; the most legroom in coach of any U.S. airline (a); 36 channels of live DIRECTV(R) programming at every seat - the only free live television on the route - and more than 100 channels of XM Satellite Radio(R) (b).

JetBlue will this fall continue its growth in Boston by adding new nonstop routes to sun spots including Phoenix and Sarasota Bradenton, Fla., as well as a new high-frequency route featuring seven daily roundtrips to Washington's Reagan National Airport beginning November 1 that will make traveling to the nation's capital easier and more comfortable than ever. With the addition of its Newark flights, JetBlue will offer Logan customers 39 nonstop destinations by Spring 2011.

Customers connecting through Boston on JetBlue from select destinations can also take advantage of convenient onward service to Europe, Africa, the Middle East and Asia on JetBlue's partner airlines Aer Lingus, American Airlines, and Lufthansa, or to destinations throughout New England with Cape Air.

About JetBlue Airways

JetBlue Airways is Boston's #1 airline, offering more nonstop destinations than any other carrier. Voted "Most Eco-Friendly Airline" by Zagat's Airline Survey in 2008 and 2009, JetBlue has created a new airline category based on value, service and style. In 2010, 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 sixth 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 650 daily flights. New service to Ronald 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) JetBlue offers the most legroom in coach, based on average fleet-wide seat pitch for U.S. airlines, excluding premium coach products.

(b) 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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