JetBlue Starts Nonstop Boston-Phoenix Service Today

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- Now offering award-winning service, DIRECTV(R), assigned seating and all you can eat snacks to the Southwest -

-$99 Introductory Fare* for purchase by September 4th and travel through October 31st-

NEW YORK, Sept 02, 2010 /PRNewswire via COMTEX/ --

JetBlue Airways (Nasdaq: JBLU) today launched its newest route from Logan International Airport with daily nonstop service to Phoenix. Already carrying the most customers to the most nonstop destinations from Boston, Phoenix is JetBlue's 38th nonstop destination from Logan, and comes in addition to a 30 percent increase in departures this summer.

(Logo: http://photos.prnewswire.com/prnh/20090217/NY71475LOGO-b)

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Because customers shouldn't feel like cattle, JetBlue's new Phoenix route will be operated aboard the spacious Airbus A320 which offers travelers premium amenities like unlimited free snacks and drinks, assigned, all-leather seats with the most legroom in coach of any U.S. airline (a), 36 channels of free DIRECTV(R) programming, more than 100 channels of XM Satellite Radio (b), and a free first-checked bag (c).

"The JetBlue Team in Boston takes a lot of pride in the premium service we offer customers, especially on long haul flights," said Boston General Manager Norbert Strissell. "It's part of the reason we're Boston's number one airline. Today, we are proud to offer the JetBlue experience between Boston and Phoenix."

JetBlue is celebrating the new nonstop service by offering a $99 introductory fare for BOS-PHX travel booked by September 4th for travel through October 30th. JetBlue's schedule between Boston and Phoenix:

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

-- Flights operate daily effective September 2, 2010 --
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To book these new flights today, visit www.jetblue.com or call 1-800-JETBLUE.

Over the course of its summer expansion, JetBlue has added more flights from Boston to key business destinations including Baltimore; Charlotte; Chicago; Denver; Raleigh/Durham, N.C. and San Diego, as well as top sun destinations including Aruba, Cancun, Mexico; Fort Lauderdale, Montego Bay, Jamaica; Punta Cana, Dominican Republic; and San Juan, Puerto Rico. Under its expanded schedule, JetBlue now offers approximately 75 flights per day from Boston.

JetBlue also recently announced seven daily roundtrips to Ronald Reagan Washington National Airport set to begin November 1, 2010, daily nonstop service to Sarasota Bradenton, Florida, set to begin November 18, 2010, and four daily roundtrips to Newark, N.J. set to begin in May, 2011.

About JetBlue Airways

JetBlue Airways is Boston's #1 airline, offering more nonstop destinations than any other carrier. The airline has created a new airline category based on value, service and style. 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 currently serves 61 cities with 600 daily flights. With JetBlue, all seats are assigned, all travel is ticketless, all fares are oneway, 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 http://www.jetblue.com/.

* Travel must be booked by Sep. 4, 2010, the earlier of 11:59 PM local time or 11:59 ET, for travel through Oct. 31, 2010. Up to 7-day advance purchase required. Fares are subject to change without notice; may not be available on all days/flights; must be purchased at time of reservation; and are oneway, nonrefundable, and nontransferable.. $15 fee per person if purchased by phone or at an airport/ city ticket office. Cancellations/changes can be made 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, valid for one year. If reservation is not changed/canceled prior to scheduled departure, all money associated with the reservation is forfeited. Fares do not include Passenger Facility Charges up to $9 each way, September 11th Security Fees up to $5 each way, Federal Segment Tax of $3.70 per domestic segment. Taxes and fees must be paid at the time of purchase. Other restrictions apply.

(a) Based on average fleetwide economy class seat pitch for U.S. airlines.

(b) Live satellite TV and radio programming is not available on flights outside the continental U.S.

(c) Baggage weight and size limits apply.

SOURCE JetBlue Airways

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