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Oct 27, 2010

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- Daily service between the value airline's 65th BlueCity and the L.A. Basin set to begin May 26, 2011 -

- Book one way sale fares as low as $119 (a) each way today through Friday, Oct. 29 at www.jetblue.com for travel starting May 26, 2011 -

LONG BEACH, Calif., Oct 27, 2010 /PRNewswire via COMTEX/ --

JetBlue Airways (Nasdaq: JBLU) today is pleased to announce plans to expand its award-winning service and in-flight experience to new frontiers with the addition of its 65th BlueCity: Anchorage, Alaska. Effective May 26, 2011, the value carrier will launch seasonal daily nonstop service from Los Angeles's Long Beach Airport to Ted Stevens Anchorage International Airport (ANC), the northernmost city in JetBlue's expanding route network. Flights are on sale now for as little as $119 (a) each way today through Friday, Oct. 29 at www.jetblue.com for travel starting May 26, 2011. JetBlue will be the only airline to serve Anchorage from Long Beach, where it will also offer travelers a host of convenient connections to cities across the United States.

"During the peak summer travel months, Anchorage is in high-demand for California residents and we are pleased to continue offering our Los Angeles, Long Beach, and Orange County customers more variety and more options to the places they want to go," said Scott Laurence, vice president of route planning for JetBlue Airways. "Among many other things, Alaska is known for its wide-open spaces and friendly people - a perfect match to the JetBlue Experience! We offer the friendliest customer service in the skies, more legroom than the other guys, a first checked bag free and complimentary live entertainment on personal seatback TVs. We look forward to welcoming you onboard!"

"I congratulate JetBlue on this exciting new route servicing the Long Beach Airport," said Long Beach Mayor Bob Foster. "The airport is undergoing several new changes such as a new parking structure and terminal building. The new route to the north will be another welcome addition for Long Beach residents and visitors alike."

"We are excited to add Jet Blue to the list of carriers that serve Alaskans and our guests," said John Parrott, manager of Ted Stevens Anchorage International Airport. "This serves as an indicator of the health and vitality of the tourism industry in Alaska."

JetBlue's schedule between Anchorage and Long Beach:

Long Beach (LGB) to Anchorage (ANC)	Anchorage (ANC) to Long Beach (LGB)
Depart - Arrive	Depart - Arrive
7:40 p.m. - 11:57 p.m.	1:10 a.m. - 07:33 a.m.

JetBlue will offer travelers a variety of in-flight entertainment options on its signature seatback TVs on every flight to/from Anchorage, including complimentary first-run movies from top Hollywood studios. JetBlue's service will be operated with the airline's fleet of Airbus A320 aircraft, also featuring convenient, assigned seating; a first-checked bag free; complimentary and unlimited name brand snacks and drinks; comfy leather seats; more legroom than any other carrier in coach (b); and award-winning customer service.

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 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 offers the most legroom in coach of any U.S. airline (based on average fleet-wide seat pitch) and super-spacious Even More Legroom seats. 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 Ronald Reagan Washington National Airport in Washington, DC and to Bradley International Airport in Hartford, CT begins in November. The airline also intends to serve Providenciales, Turks & Caicos Islands in February 2011, subject to receipt of government approval. 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) Valid for travel between ANC and LGB: Offers end Oct 29, 2010, the earlier of 11:59 PM ET or local. Travel from LGB valid May 26, 2010 - Jun 22, 2010. Travel from Anchorage valid May 27, 2010 - Jun 22, 2010. Travel not valid Fri/Sat/Sun. Offers subject to availability; may change without notice;

nonrefundable, nontransferable; oneway. $15 fee applies for fares (not Award flights) purchased by phone or JetBlue ticket office. Offers 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. Alaskan/Hawaiian offers do not include facility charge of $8.10 each way. Taxes/fees must be paid at time of purchase. Cancellations/changes must be made prior to scheduled departure (otherwise all money for fare is forfeited), for $100 fee p/p and applicable fare adjustment, at jetblue.com, 1-800-JETBLUE (1-800-538-2583), or TTY/TDD 1-800-336-5530. Cancellations receive JetBlue travel credit, valid for one year. Proper documentation required for boarding. Second bag fee $30. Other restrictions apply; see jetblue.com/about/legal/legal.asp.

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

SOURCE JetBlue Airways

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