JetBlue to Launch Flights to Martha's Vineyard in 2011

Dec 23, 2010

JetBlue to Launch Flights to Martha's Vineyard in 2011

- Daily service to New York City set for summer -

- Year-round flights to the Vineyard available with JetBlue's partner Cape Air* -

- Now offering service to six New England destinations -

EDGARTOWN, Mass., Dec. 23, 2010 /PRNewswire via COMTEX/ --

JetBlue Airways (Nasdaq: JBLU) today announced plans to expand its route map with daily service to Martha's Vineyard, the historic New England summer colony, and the acclaimed airline's 66th destination.

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

JetBlue plans to offer daily nonstop service between the Vineyard and its home at New York City's John F. Kennedy International Airport from Memorial Day weekend through Labor Day weekend.

Known for its premium service, JetBlue has offered connections to Martha's Vineyard through Boston since 2007 in cooperation with its local partner Cape Air. JetBlue's new nonstop service will complement that year-round option and give a boost to tourism and business by making access to the island even easier during the peak season.

"We're thrilled to be bringing JetBlue service to Martha's Vineyard next summer," said Dave Barger, JetBlue's CEO, at a ceremony today at Martha's Vineyard Airport. "With our nonstop flights to New York, connections nationwide, plus the top-notch service provided by our crewmembers, we think this new route will be a big win for islanders and summer residents alike."

JetBlue's flights will be operated with its quiet and fuel efficient 100-seat Embraer 190 aircraft - the only full-size jet service to the Vineyard, and the only to offer in-flight entertainment with live DIRECTV(R) and XM Satellite Radio programming at every seat. The spacious E190 offers all-leather seating, industry-leading legroom, as well as unlimited free snacks and drinks served up by JetBlue's friendly, award-winning crewmembers.

In addition to direct access to New York City, Vineyard travelers have access to scores of onward JetBlue destinations via JFK Airport including Charlotte, Chicago, Los Angeles, Palm Beach, Pittsburgh, Raleigh, San Francisco, and Washington, D.C.

Schedules and fares for JetBlue's new service will be available in January.

"We're so excited that JetBlue is launching service direct from New York City to the Vineyard this spring," said Nancy Gardella, Executive Director of the Martha's Vineyard Chamber of Commerce. "This service will have a wonderful impact on the number of people from around the world who will be able to reach Martha's Vineyard and enjoy all its beauty. JetBlue has given an enormous boost to the tourist-based economy of the island."

"For 20 years Martha's Vineyard passengers have enjoyed Cape Air's MOCHA HAGoTDI** brand of service," noted Cape Air CEO Dan Wolf. "We look forward to continue working with our partner, JetBlue, who offers that same level of service and singular company culture, along with nationwide connections to the Vineyard all year-round."

JetBlue also serves neighboring Nantucket during the summer season and in cooperation with Cape Air, provides connections from Boston to Hyannis and Provincetown, Mass., making travel to Cape Cod and the Islands a breeze all year long. With frequent jet service to Boston; Burlington, Vt.; Hartford, Conn.; and Portland, Maine, JetBlue is among the largest air carriers in New England.

*JetBlue codeshare service between Boston and Hyannis, Martha's Vineyard, Nantucket and Provincetown is operated by Cape Air.

** MOCHA HAGoTDI - Make our Customers Happy and Have a Good Time Doing It.

About JetBlue Airways

New York-based JetBlue Airways has created a new airline category based on value, service and style. In 2010, 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 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 63 cities with 600 daily flights. The airline intends to serve Providenciales, Turks & Caicos Islands in February 2011 and Anchorage, Alaska in May 2011. 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.

SOURCE JetBlue Airways

Powered by SITECORE