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- Daily service from New York's JFK begins today; weekly Saturday service from Boston's Logan International begins Feb. 19 -

- Providenciales is JetBlue's 39th destination from Boston -

NEW YORK, Feb. 17, 2011 /PRNewswire via COMTEX/ --

JetBlue Airways (Nasdaq: JBLU) is pleased to launch its award-winning, low-fare service and preferred product to its newest Caribbean destination, Providenciales, in the Turks & Caicos Islands. Providenciales will be JetBlue's 16th successful destination in the Caribbean. Daily flights from New York's John F. Kennedy Airport (JFK) begin today, and weekly Saturday service will begin on Feb. 19 from Boston Logan International Airport. To celebrate the opening of its newest destination, customers can enter to win a JetBlue Getaways vacation package, complete with roundtrip airfare for two to Turks & Caicos and hotel accommodations for four days and three nights, and other great prizes at www.jetblue.com/pls (a).

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

"We're excited to begin this new Caribbean adventure," said Scott Laurence, JetBlue's vice president of network planning. "Providenciales and the more than 40 islands that make up the Turks and Caicos are a perfect addition to our wide array of Caribbean leisure destinations. We know our customers will enjoy the islands as much as they enjoy the JetBlue Experience, complete with more options and entertainment."

"The entire Turks and Caicos is pleased to have JetBlue providing service to our Islands," said Ralph Higgs, Director of the Turks and Caicos Tourist Board. "JetBlue's brandcomplementsour destination's attributes beautifully;this is a win-win situationfor all involved."

"The Turks and Caicos Islands Airports Authority joins the many others, stakeholders and passengers alike, in welcoming JetBlue to its developing Providenciales International Airport," said John T. Smith, CEO of the Turks and Caicos Islands Airports Authority. "We look forward to a long, strong and symbiotic relationship."

Schedule:

New York (JFK) to Providenciales (PLS):	**Providenciales (PLS) to New York (JFK):**
Depart - Arrive	Depart - Arrive
9:30 a.m. - 1:06 p.m.	2:01 p.m. - 5:40 p.m.
-- Flights operate daily effective February 17th, 2011 --	
Boston (BOS) to Providenciales (PLS):	**Providenciales (PLS) to Boston (BOS):**
Depart - Arrive	Depart - Arrive
11:30 a.m. - 3:27 p.m.	4:25 p.m. - 8:17 p.m.
-- Flights operate Saturday only effective February 19th, 2011 --	

JetBlue will operate its Providenciales service with spacious 150-seat Airbus A320 aircraft. The A320 offers travelers all of the amenities for which JetBlue has become well-regarded: complimentary seatback television programming including free first-run movies (b), comfortable leather seats, the most legroom in coach of any U.S. airline (c), unlimited free snacks and industry-leading customer service. JetBlue's live in-flight entertainment system boasts 36 channels of free DIRECTV(r) programming and more than 100 channels of free XM Radio(r) on personal seatback TVs. Customers can now kick back at every comfortable leather seat and enjoy their trip to Providenciales with complimentary snacks and drinks along with JetBlue's award-winning customer service.

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 64 cities with more than 600 daily flights. Later this year JetBlue plans to introduce service to Anchorage, Alaska and Martha's Vineyard, Mass. With JetBlue, all seats are assigned, all fares are one-way, and an overnight stay is never required. For

information call +1 800 538 2583 from the U.S.A., TTY/TDD +1 800 336 5530, or visit www.jetblue.com.

(a) No Purchase Necessary. Sweepstakes open only to residents of the 50 United States and & DC, age 18 years or older at the time of entry. Void in PR, outside the US and where prohibited. Total value of all prizes: $3910. Certain prize restrictions may apply. Odds of winning depend upon the number of eligible entries received. Sweepstakes ends 03/03/2011. For details and Official Rules, visit www.jetblue.com/pls.

(b) Live satellite TV and radio programming is not available on flights outside the continental U.S.; however, where applicable in-flight movies are offered complimentary on these routes.

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

SOURCE JetBlue Airways

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