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May 11, 2011

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- Lady Gaga and Glee star Jane Lynch - in wax figure form courtesy of Madame Tussauds Hollywood - will greet customers and provide free passes to the famed Wax Museum in Hollywood, CA -

- To celebrate, fares are on sale now for just $149 each way at www.jetblue.com/new until 11:59 p.m. EDT on Thursday, May 12 (a) -

LOS ANGELES, May 11, 2011 /PRNewswire via COMTEX/ --

Award-winning JetBlue Airways (Nasdaq: JBLU) is proud to launch its 'Hollywood to Hollywood' flight today with daily nonstop service between Los Angeles International (LAX) and Fort Lauderdale-Hollywood International (FLL) airports. To celebrate, Lady Gaga and Jane Lynch's wax figures will meet inaugural customers as they travel to Florida for a quick getaway on Florida's sunny beaches. Customers will also receive free tickets to Madame Tussauds' Hollywood, California location.

(Logo: http://photos.prnewswire.com/prnh/20110404/NY76997LOGO)

To further celebrate the launch of this new service, today through 11:59 p.m. EDT on Thursday, May 12, JetBlue is offering a special $149 fare each way, for travel between May 25 and June 25, 2011 at www.jetblue.com/new.

"JetBlue's network has been built from the ground up by listening to what our customers want and need, and this route is meeting that demand," said Dave Clark, director of network planning for JetBlue. "We are proud today to add the Los Angeles to Fort Lauderdale flight to help our customers get from Hollywood to Hollywood, together with the most legroom in coach, comfortable leather seats, complimentary snacks and drinks, and entertainment that can swoon the stars!"

"We love the Hollywood to Hollywood connection," says Hollywood, Florida Mayor Peter Bober. "This new nonstop service from JetBlue gives travelers a convenient option that allows them to experience the best of both coasts. We're ready to welcome passengers and make them feel at home here in Hollywood, Florida."

Kent George, Fort Lauderdale- Hollywood International Airport Director said: "We are pleased to have another offering from one of our premier low-cost carriers to such an important destination."

Lady Gaga and Jane Lynch's wax figures were reached for comment, but they only stared back stiffly at the questioning. Not even a blink. The star-loving airline assumes the figures are excited about the flight.

Customers traveling into Fort Lauderdale can find seamless connecting service onwards to Nassau, Bahamas; San Juan, Puerto Rico; and Santo Domingo, Dominican Republic. JetBlue has served LAX travelers since 2009, where most seasons the carrier also offers four coast-to-coast flights daily to New York's John F. Kennedy International Airport (JFK) and convenient twice daily service to Boston. Even more options are available to customers from Burbank and Long Beach airports.

JetBlue's schedule between LAX and FLL, beginning today:

LAX to FLL:	**FLL to LAX:**
Depart - Arrive	Depart - Arrive
10:24 p.m. - 6:15 a.m.+1	6:55 p.m. - 9:29 p.m.
- Flights operate daily effective today-	

JetBlue's Hollywood to Hollywood service will be operated with the airline's spacious Airbus A320, which offers roomy, all-leather seating for 150 customers, including the most legroom in coach of any U.S. airline (b). Customers looking to pamper themselves even further can upgrade to a super-spacious Even More Legroom seat.

About Merlin Entertainments Group

Merlin Entertainments Group is the leading name in location-based, family entertainment, and has seen the most successful and dynamic growth of any company in the sector over the last five years. Europe's Number 1 and the world's second-largest visitor attraction operator, 70 attractions, six hotels/two

holiday villages in 16 countries and across four continents. The company aims to deliver memorable and rewarding experiences to its more than 40 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its managers and more than 15,000 employees. Merlin Entertainments' brands include - SEA LIFE - the world's biggest aquarium brand; Madame Tussauds, LEGOLAND, The London Eye, Dungeons, Gardaland, LEGOLAND Discovery Centres, Alton Towers Resort, Warwick Castle, Thorpe Park, Chessington World of Adventures, Sydney Aquarium, Sydney Tower Observatory and Skywalk, Sydney Wildlife World, Heide Park and Earth Explorer.

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 650 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 or reservations call 1-800-JET-BLUE (1-800-538-2583), TTY/TDD 1-800-336-5530 or visit www.jetblue.com.

(a) Valid Fort Lauderdale (FLL) to/from Los Angeles (LAX): Offers end May 12, 2011, the earlier of 11:59 PM ET or local. Travel May 25 - Jun. 25, 2011. 14-day advance purchase required. Travel Mon/Tue/Wed/Thu. 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. 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, or 1-800-JETBLUE (1-800-538-2583), TTY/TDD 1-800-336-5530. Cancellations receive JetBlue travel credit, valid for one year. Proper documentation required for boarding. Second bag fee $35. Other restrictions apply; see jetblue.com/about/legal/legal.asp.

(b) JetBlue offers the most legroom in coach, based on average fleet-wide seat pitch for U.S. airlines.

SOURCE JetBlue Airways

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