jetBlue

JetBlue Announces Fifth Dominican Destination: La Romana

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- Twice weekly service between the value airline's 67th destination and New York's JFK set to begin November 16, 2011 -

- With more than 25 daily flights during the summer, JetBlue has become the largest carrier in the Dominican Republic -

- One way sale fares as low as $99 each way today through Wednesday, June 1 at www.jetblue.com/new for travel between November 16 and December 14, 2011 (a) -

NEW YORK, May 18, 2011 /PRNewswire via COMTEX/ --

New York's hometown airline, JetBlue Airways (Nasdaq: JBLU), today is pleased to announce plans to expand its award-winning service and in-flight experience to its fifth destination in the Dominican Republic and its 67th BlueCity with the addition of La Romana, subject to receipt of government approval. Effective November 16, 2011, the value carrier will launch between New York's John F. Kennedy International Airport (JFK) to La Romana International Airport (LRM), twice weekly on Wednesdays and Saturdays. Flights are on sale now for as low as $99 (a) each way today through Wednesday, June 1 at www.jetblue.com/new for travel between November 16 and December 14, 2011.

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

"The Dominican community has embraced JetBlue's value proposition, and thanks to their tremendous support we're pleased to offer the island's only nonstop service between New York and La Romana," said Scott Laurence, vice president of network planning for JetBlue. "We are the country's largest carrier, and we will continue to grow by adding more options and more destinations for visitors and residents of the Dominican Republic alike."

"The new JetBlue flights put the beautiful and romantic La Romana area within a few hours of a major U.S. city," said Magaly Toribio, DR Ministry of Tourism, Vice Minister of International Promotion. "The Dominican Republic's long-term commitment to innovative marketing has firmly established our culturally rich paradise in the hearts and minds of global travelers who seek sensational sun, azure blue seas and sumptuous and affordable world-class hotels. Our country's increasing popularity with U.S. visitors allows our airline partners to increase their flights to meet the growing demand for our warm and welcoming island nation."

"As many of our hotel guests and villa owners reside in the northeast of the US, we are very excited about this new service JetBlue will be providing," said Claudio Silvestri, President and CEO of Premier Resorts & Hotels, which manages the famed Casa de Campo resort in La Romana. "The high quality individual experience received by JetBlue passengers will mirror the Caribbean experience at Casa de Campo for a most memorable vacation."

JetBlue's proposed schedule between JFK and LRM:

JFK to LRM:	**LRM to JFK:**
Depart - Arrive	Depart - Arrive
8:36 a.m. - 1:31 p.m.	2:26 p.m. - 5:26 p.m.
- Flights operate on Wednesday and Saturday effective November 16, 2011-	

In the Dominican Republic, JetBlue also serves Puerto Plata, Punta Cana, Santiago and Santo Domingo with service to New York, Boston, Ft. Lauderdale, Orlando and San Juan. JetBlue's service to La Romana will be operated with the airline's fleet of Airbus A320 aircraft, featuring convenient, assigned seating; a first-checked bag free (b); complimentary and unlimited name brand snacks and drinks; comfy leather seats; more legroom than any other carrier in coach (c); and its 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 650 daily flights. Next week 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, if located in the Dominican Republic, 1-801-365-2583, or visit www.jetblue.com.

(a) Offer valid New York City (JFK) to/from La Romana (LRM): Offers end Jun. 1, 2011, the earlier of 11:59 PM ET or local. Travel Nov. 16 - Dec. 14, 2011. Blackout dates Nov. 19 - Nov. 23, 2011. 14-day advance purchase required. Travel valid Wed/Sat. 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. International offers do not include government fees and taxes up to $140.00 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, or 1-800-JETBLUE (1-800-538-2583), TTY/TDD 1-800-336-5530, or 1-809-200-9898 (Dominican Republic). 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) Baggage weight and size limits apply.

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

SOURCE JetBlue

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