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May 23, 2011

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- Daily summer service between the value airline's 65th BlueCity and the L.A. Basin means more options for northbound fliers and Alaskans alike -

- Book one way sale fares as low as $149(a) each way today through May 25 at www.jetblue.com for travel starting June 6 through June 29 -

LONG BEACH, Calif. and ANCHORAGE, Alaska, May 23, 2011 /PRNewswire via COMTEX/ --

JetBlue Airways (Nasdaq: JBLU) today is pleased to bring its award-winning service and in-flight experience to farther reaches with the addition of its 65th BlueCity: Anchorage, Alaska. Effective today, the value carrier is offering 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.

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

Flights are on sale now for as little as $149(a) each way today through May 25 at www.jetblue.com for travel starting June 6 through June 29. JetBlue is the only airline to offer southern Los Angeles customers service to Anchorage, the 14th nonstop destination from Long Beach, where it will also offer Alaskan travelers a host of convenient connections to cities across the United States. Anchorage customers will have the option to easily connect to four other destinations throughout the U.S. via Long Beach, including Austin, Chicago, New York's JFK, and Las Vegas.

"We're thrilled to add Anchorage to our growing list of destinations," said JetBlue's SVP Marketing and Commercial Strategy, Marty St. George. "Summer is the best time to visit our northernmost state, and we're proud to offer our customers another option in the L.A. Basin, as the only airline flying to Anchorage out of Long Beach and the southern Los Angeles region. Plus, with the extended daylight hours, our customers can look forward to playing midnight golf soon after they touch down in Anchorage."

According to Long Beach Airport Director Mario Rodriguez, "JetBlue's new Anchorage service connects visitors to the world-class amenities of both Long Beach and Anchorage. Whether travelers are looking for Southern California sun or the nature of Alaska, Long Beach Airport will get you there."

"We welcome the arrival of JetBlue as our newest partner at Ted Stevens Anchorage International Airport," said Marc Luiken, Commissioner of the Alaska Department of Transportation and Public Facilities. "JetBlue is the largest carrier in Long Beach and is well known for being an innovative low fare air carrier. They will bring Alaskans new options for linking to the Lower 48."

"Congratulations to JetBlue on the new service for 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. This new route to Anchorage, Alaska is another great addition for Long Beach residents and visitors alike."

"We are very pleased to welcome JetBlue Airways to Anchorage," said Anchorage Mayor Dan Sullivan. "They will enjoy Anchorage's welcoming business climate and be another successful addition to our growing air passenger and cargo industry. Anchorage is known as the 'Air Crossroads of the World,' and every new airline that makes Anchorage a destination enhances that reputation."

Customers in Long Beach will be met with several surprise and delights today, including the attendance of Miss Alaska, Anchorage mascot Seymour the Moose, and moose antlers for those joining JetBlue on the inaugural flight. Upon arrival in Anchorage, traditional sled dogs will pull the first luggage off the plane in a nod to the carrier's first-bag free policy, and Mr. St. George will deplane donning a traditional Alaskan parka. Customers and guests alike will be greeted by Native Alaskan dancers and music, a podium composed of glacial ice, and light fare from local celebrity chef Al Levinson of Norton Sound.

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. - 07:32 a.m.

JetBlue will offer travelers 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

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 65 cities with more than 650 daily flights. 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) Valid Long Beach (LGB) to/from Anchorage (ANC): Offer ends May 25, 2011, the earlier of 11:59 PM ET or local. Travel Jun. 6 - Jun. 29, 2011. Offer 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. Offer does 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 U.S. government excise tax of $8.20 per departure. 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) Based on average fleetwide economy class seat pitch for U.S. airlines.

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