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- Book one-way fares as low as $69(a) through June 15 at www.jetblue.com for travel by July 20 -

- Year-round flights to the Vineyard available with JetBlue's partner Cape Air(b) -

NEW YORK, May 26, 2011 /PRNewswire via COMTEX/ --

JetBlue Airways (Nasdaq: JBLU) today begins non-stop service to Martha's Vineyard from its home at New York City's John F. Kennedy International Airport. The flights will operate during the peak summer travel season from Memorial Day weekend through Labor Day weekend, with up to five weekly flights commencing in May and daily service commencing in July.

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

Flights between New York and Martha's Vineyard are on sale now through June 15 for as little as $69(a) each way at www.jetblue.com. To qualify for this rate, which is subject to availability, travel must take place on Tuesdays or Wednesdays and be completed by July 20.

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 non-stop 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 summer.

"The historic New England summer colony of Martha's Vineyard is a welcome addition to the JetBlue route network," said Dave Barger, JetBlue's president and chief executive officer. "We look forward to welcoming islanders and visitors on board our flights, making this quick and convenient connection between the Vineyard and New York City."

JetBlue's schedule between New York and Martha's Vineyard:

New York City (JFK) to Martha's Vineyard (MVY)	**Martha's Vineyard (MVY) to New York City (JFK)**
Depart - Arrive	Depart - Arrive
1:15 p.m. - 2:25 p.m.	3:03 p.m. - 4:10 p.m.

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 free in-flight entertainment with live DIRECTV® 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.

"JetBlue's new service from JFK makes coming to the Vineyard fast, affordable and fun!" said Nancy Gardella, executive director of the Martha's Vineyard Chamber of Commerce. "JetBlue's Vineyard service makes it so easy to enjoy a well deserved vacation, a romantic getaway, a wedding or a festival on this beautiful Island. On behalf of the Martha's Vineyard business community, welcome JetBlue!"

"This new air travel option to New York's JFK Airport with Cape Air's partner JetBlue Airways is a perfect addition to our year round service to Boston's Logan Airport and Westchester County Airport in White Plains, New York," said Cape Air founder & CEO, State Senator Dan Wolf. "On behalf of the entire Cape Air team we officially welcome JetBlue to the Island. All signs are pointing to a great summer season!"

JetBlue resumed non-stop seasonal summer service from New York to neighboring Nantucket last week 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.

(a) Valid New York (JFK) to/from Martha's Vineyard (MVY): Offer ends June 15, 2011, the earlier of 11:59 PM ET or local. Travel must be completed by July 20, 2011. Travel must take place on Tuesdays or Wednesdays. 14-day advance purchase required. 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. 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) Connecting service between Boston and New England destinations, including Hyannis, Martha's Vineyard, Nantucket and Provincetown, is operated by JetBlue's interline partner Cape Air.

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 66 cities with more than 700 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.

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