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-- Airline's much-loved Even More Legroom product re-branded and expanded as Even More Space, to include extra legroom plus early boarding and early access to overhead bin space --

-- Even More Speed now offers customers the option to enjoy an expedited security experience in select JetBlue airports --

NEW YORK, June 15, 2011 /PRNewswire via COMTEX/ --

JetBlue Airways (Nasdaq: JBLU), the New York-based airline known for offering customers unmatched value for all, today introduced the first of its Even More(TM) suite of products and services: Even More Space and Even More Speed. Even More Space is an expansion of the airline's Even More Legroom product, now re-branded to include early boarding and early access to overhead bin space in addition to extra legroom. The new Even More Speed offering gives customers access to expedited security in 15 select JetBlue airports.

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

"With its launch in 2008, Even More Legroom was an instant success with customers and remains one of our most popular product offerings today," said Robin Hayes, chief commercial officer for JetBlue Airways. "Based on direct feedback from our customers, our new Even More Space and Even More Speed options are designed to deliver even more value. All customers will continue to enjoy the core JetBlue Experience, including a free first-checked bag, ample legroom, generous snacks and friendly service at no additional cost."

For an additional charge, Even More Space includes early boarding and early access to overhead bin space as well as a spacious seat with extra legroom in rows 1 - 5 plus emergency exit rows 10 and 11 on the A320, and in row 1 and the emergency exit row 12 of the E190. The price of Even More Space will vary and will start as low as $10 for short-haul flights.

Initially, Even More Space purchases will also include Even More Speed in 15 JetBlue markets, including: Austin, Texas; Baltimore; Buffalo, N.Y.; Charlotte, N.C.; Chicago; Fort Lauderdale and Jacksonville, Fla.; Las Vegas; Los Angeles and San Francisco; New York (JFK) and Newark, N.J.; Seattle; and Washington, D.C. (Dulles). Even More Speed will also be available in Boston, Mass. in mid-July, with more destinations expected to be added in the coming months.

Customers can now book Even More Space with Even More Speed at www.jetblue.com or via 1-800-JETBLUE (538-2583), or during the check-in process, subject to availability. Later this year, customers will have the ability to purchase Even More Speed separately.

About JetBlue Airways

New York-based JetBlue Airways has created a new airline category based on value, service and style. 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. Later this year, JetBlue plans to introduce service to La Romana, Dominican Republic, subject to government approval. 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.

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