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--Twice daily nonstop service to Fort Lauderdale, Florida planned for April 30, 2012 --

-- Flights on sale today through Dec. 1, 2011 for as low as $59 at www.jetblue.com/new for travel between April 30 and June 13, 2012 --

KINGSTON, Jamaica, Nov. 21, 2011 /PRNewswire via COMTEX/ --

At a special event in Kingston, Jamaica this afternoon, JetBlue Airways' (Nasdaq: JBLU) Chief Commercial Officer Robin Hayes announced that the value airline intends to grow services from the island's capital and largest city next spring, launching twice daily nonstop flights to Fort Lauderdale, Florida beginning April 30, 2012 (a). To celebrate, customers traveling between April 30 and June 13, 2012 can book sale flights today through Dec. 1, 2011 for as low as $59 (b) at www.jetblue.com/new.

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

"We talk about the importance of the Caribbean to JetBlue - we look at markets like Jamaica where we've seen a phenomenal response to our brand - and we just can't wait to add more service," said Mr. Hayes. "We see this as just another step in a journey that's going to take us to a sizeable presence in Jamaica. We really appreciate the great partnership that we get from the tourism and airport officials, who have been with us for the long run." [Full video interview at http://blog.jetblue.com/?p=18431].

"NMIA is pleased with JetBlue's decision to fly the KIN/FLL route thereby providing increased airlift and destination options," said Earl Anthony Richards, CEO of NMIA Airports Limited. "The Fort Lauderdale connection is not only indicative of the potential for further development of this important gateway but no doubt also reflects the success of the Kingston to JFK route which was inaugurated two years ago. The timing is impeccable as during 2012 NMIA expects to receive greater numbers of visiting friends and relative (VFR) passengers to participate in 'JAMAICA 50' Homecoming."

"The Broward County Aviation Department welcomes JetBlue's new service to our fourth largest international market, Jamaica," said Fort Lauderdale-Hollywood International Airport's acting Director of Aviation, Mike Nonnemacher. "JetBlue and its twice daily service to this magnificent island are a perfect match for the airport and the demand to and from Kingston by our community."

JetBlue's schedule between Fort Lauderdale and Kingston:

Fort Lauderdale (FLL) to Kingston (KIN)	**Kingston (KIN) to Fort Lauderdale (FLL)**
Depart - Arrive	Depart - Arrive
7:00 a.m. - 7:45 a.m. 4:50 p.m. - 5:35 p.m.	8:40 a.m. - 11:30 a.m. 6:30 p.m. - 9:20 p.m.
- Flights will operate daily - *- All times local -*	

"Airlift is the life blood of the tourist industry for island destinations like Jamaica," said Chairman of the Jamaica Tourist Board, John Lynch. "We welcome the introduction of yet another JetBlue route to the destination. The Kingston - Fort Lauderdale route is extremely popular, but more important, it provides easy connections to several North American cities. The twice daily service is also well positioned especially for business people as the impact on the work day is minimal."

"The relationship between JetBlue and Fort Lauderdale continues to flourish and we are extremely excited to announce new nonstop service from Fort Lauderdale-Hollywood International Airport to Kingston, Jamaica, positioning Greater Fort Lauderdale as the gateway to the Caribbean," said Nicki Grossman, president of the Greater Fort Lauderdale Convention & Visitors Bureau.

From Fort Lauderdale, Jamaicans will also have convenient connecting service onwards to Austin, TX; the New York metro area (La Guardia, Newark or Westchester County); and Richmond, Va. The new service will complement JetBlue's existing daily service from Kingston to New York's John F. Kennedy International Airport (JFK). JetBlue also flies direct from Montego Bay to JFK, Boston and Orlando.

Service to Fort Lauderdale will be operated by JetBlue's Embraer E190 aircraft, offering two-by-two, comfortable all-leather seating, as well as the 150-seat Airbus A320. The airline's customers also enjoy free movies on personal seatback TVs, a first-checked bag free (c), award-winning customer service and unlimited, complimentary snacks and drinks.

About JetBlue Airways

New York-basedJetBlue 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 68 cities with 650 daily flights. Later this year, JetBlue plans to introduce service to St. Thomas and St. Croix, in the U.S. Virgin Islands. 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, 1-801-365-2583, or visit www.jetblue.com.

(a) Subject to receipt of government approval

(b) Fares valid until 12/1/11 (the earlier of 11:59 PM ET or local) for flights between Fort Lauderdale, FL (FLL) and Kingston, Jamaica (KIN) on Tues. or Wed. only between 4/30/12 - 6/13/12. Fares are subject to availability; valid for new bookings only; may change without notice; must be purchased at time of reservation; and are one-way, nonrefundable and nontransferable. Fares do not include: Passenger Facility Charges up to $9.00 each way; September 11 Security Fees up to $5.00 each way; U.S. Arrival/Departure Tax of $16.30 each way; and government fees and taxes up to $329.00 each way. Fares also do not include $35 second bag fee, fees for oversized/overweight/extra baggage, and other fees for products/services sold separately. $15 fee applies to fares (not Award flights) purchased by phone or at a JetBlue ticket office. Taxes/fees must be paid at time of purchase and are subject to change as required by law. Cancellations/changes must be made prior to scheduled departure (otherwise all money for fare is forfeited) by visiting jetblue.com, or calling 1-800-JETBLUE (1-800-538-2583), TTY/TDD 1-800-336-5530. $100 change/cancel fee per person will apply, and for changes, there may be a fare adjustment. Cancellations receive JetBlue travel credit, valid for one year. For Award flight cancellations, TrueBlue points will be re-deposited to the Member's account. Proper documentation required for boarding. Other restrictions apply; see jetblue.com/about/legal/legal.asp.

(c) Baggage size and weight limits apply.

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