You'll Want to Stay: JetBlue Adds Service Between Bogota, Colombia and Fort Lauderdale

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-- Daily non-stop flights between Fort Lauderdale-Hollywood International and Bogota's El Dorado International Airport begin May 7, 2012 --

-- Fares as low as $99 through March 11, 2012 at www.jetblue.com/new for travel between May 7, 2012 and June 12, 2012 (a) --

FORT LAUDERDALE, Fla., March 1, 2012 /PRNewswire via COMTEX/ --JetBlue Airways (Nasdaq: JBLU) is connecting South Florida with Bogota, Colombia's renowned capital, with a new daily nonstop flight between Fort Lauderdale-Hollywood International Airport and Bogota's El Dorado International Airport starting on May 7, 2012. To celebrate, the airline has launched a special $99 one-way fare (a) to make this vibrant South American business center and emerging tourist destination more accessible than ever.

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

"We've been flying to Colombia for more than three years and could not be more pleased with the reception we've received," said John Checketts, director of route planning for JetBlue Airways. "Customers appreciate JetBlue's value proposition and continue to ask for more flights to Colombia. Bogota is a beautiful destination with strong ties to our Florida customers, who will enjoy the additional legroom, free snacks and drinks and exceptional service on this new route."

"With the increasing Colombian population in South Florida, JetBlue's new service to Bogota is a win-win for our community and Fort Lauderdale-Hollywood International Airport," added Kent George, Fort Lauderdale-Hollywood International Airport Director.

JetBlue's schedule between Fort Lauderdale and Bogota:

Fort Lauderdale (FLL) to Bogota (BOG):	Bogota (BOG) to Fort Lauderdale (FLL):
Depart - Arrive	Depart - Arrive
8:00 a.m. - 10:40 a.m.	11:35 a.m. - 4:27 p.m.
- Flights operate daily effective May 7, 2012 -	
- All times local -	

JetBlue also serves Bogota, Colombia, its southernmost destination, with daily nonstop service from Orlando, Fla. In addition, Bogota customers can conveniently connect to other destinations in the United States and the Caribbean via Fort Lauderdale and Orlando, including New York, NY; Boston, MA; Hartford, CT; Washington DC; and San Juan, Puerto Rico.

JetBlue's flights between Fort Lauderdale and Bogota will be operated with its comfortable Airbus A320 fleet and award-winning service featuring convenient, assigned seating; a first-checked bag free (b); complimentary and unlimited name brand snacks and drinks; comfy leather seats; and more legroom than any other carrier in coach (c).

About JetBlue Airways

JetBlue is New York's Hometown Airline(TM) with focus cities in Boston, Fort Lauderdale, the Los Angeles Basin, New York City (JFK) and Orlando. 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) as well as super-spacious Even More Space 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 70 cities with 700 daily flights and plans to launch service to Dallas/Fort Worth in May. 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 (TTY/TDD +1 800-336-5530) from the USA, 01800-9-156761 from Colombia landlines, or visit www.jetblue.com.

(a) Fare includes government taxes/fees and must be purchased by 3/11/12 (the earlier of 11:59PM ET or local) is valid only for flights from Fort Lauderdale, FL (FLL) to Bogota, Colombia (BOG) between 5/7/12 - 6/12/12. Fare is subject to limited availability; may not be available on all flights; may change without notice; must be purchased at time of reservation; and is one-way, nonstop, nonrefundable and nontransferable. Reservations made one week or more prior to a flight's scheduled departure may be canceled without penalty up to 24 hours after the reservation is made. First checked bag is free (weight and size limits apply). Fare does not include fees for oversized/overweight/extra baggage or other fees for products/services sold separately. To view baggage fees and other optional services and fees, click here. $20 fee per person applies to fares (not Award flights) purchased by phone or at an airport or ticket office. Cancellations/changes must be made prior to scheduled departure (otherwise all money for fare is forfeited); $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. Proper documentation required for boarding. Other restrictions apply.

(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 Airways

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