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Daily non-stop flights between Fort Lauderdale-Hollywood International Airport and Bogota's El Dorado International Airport begin today -

FORT LAUDERDALE, Fla., May 7, 2012 /PRNewswire via COMTEX/ --JetBlue Airways (Nasdaq: JBLU) today is launching its second route to Colombia's vibrant capital city of Bogota with a daily nonstop flight from South Florida's Fort Lauderdale-Hollywood International Airport. Flights to the modern business center and one of South America's most acclaimed cities are just a click away on www.jetblue.com.

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

In addition to its new Fort Lauderdale route, JetBlue has offered a successful daily service between Bogota and Orlando International Airport for more than three years.

"The growing Colombian community in South Florida has very strong ties to their country and we're pleased to offer them this comfortable and convenient service home," said John Checketts, director of route planning for JetBlue Airways. "We're happy to continue expanding our service to Bogota, a community that has embraced our value proposition of additional legroom, free snacks and drinks and exceptional service."

"With the growing Colombian population in South Florida, JetBlue's new service to Bogota will offer travelers a wonderful low cost option to one of South Florida's most popular destinations," added Kent George, Fort Lauderdale-Hollywood Airport Aviation Director.

"We celebrate this second route from JetBlue to our country, connecting a second Florida destination with Bogota, which will surely increment passenger traffic between the United States and Colombia and just in time to coincide with the Free Trade Agreement between both countries," said Oscar Rueda Garcia, Colombia's Vice-Minister of Tourism. "We hope for more routes and additional frequencies from JetBlue."

JetBlue's schedule between Fort Lauderdale and Bogota:

Fort Lauderdale (FLL) to Bogota (BOG):	Bogota (BOG) to Fort Lauderdale (FLL):
Depart - Arrive	Depart - Arrive
8:01 a.m. - 10:40 a.m.	11:35 a.m. - 4:23 p.m.
- Flights operate daily effective May 7, 2012 -	
- All times local -	

In addition to its nonstop service to two popular Florida cities, 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 (a); complimentary and unlimited name brand snacks and drinks; comfy leather seats; and more legroom than any other carrier in coach (b).

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 71 cities with 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 (TTY/TDD +1 800-336-5530) from the USA, 01800-9-156761 from Colombia landlines, or visit www.jetblue.com.

(a) Baggage weight and size limits apply.

(b) 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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