# JetBlue Debuts a One Day Sale Fit for Southfork: In Celebration of TNT's Successful Launch of Dallas, Boston's Largest Airline Offers the "Ewing Oil for Soil" Fare on Flights to the Lone Star State

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**-- Today only, customers can purchase fares at www.jetblue.com between Boston and Dallas/Fort Worth, Austin or Houston for $79 (a), equaling the price of a barrel of oil based on yesterday's market activity --**

**-- JetBlue also pledges to plant one tree for each booking made today between these cities --**

BOSTON, June 27, 2012 /PRNewswire via COMTEX/ --To celebrate JetBlue Airways' (Nasdaq: JBLU) new service between Boston's Logan International Airport (BOS) and Dallas/Fort-Worth International Airport (DFW) and the successful launch of the new show *Dallas* on TNT, today only customers can purchase a "Ewing Oil for Soil" fare on any of the airline's daily flights to destinations in the Lone Star state. Customers can save big on direct flights between Boston and DFW or Austin or between Boston and Houston via New York's JFK airport with fares equal to the price of a barrel of crude oil as of the close of the market on June 26, 2012. In a nod to the Ewings, Southfork and their family's oil legacy, fares for all-in travel are available for $79 each way through 11:59 p.m. local time at www.jetblue.com for travel between September 11 and November 14, 2012(a).

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

Through July 31, two of *Dallas'* most notable characters, JR Ewing (played by Larry Hagman) and Bobby Ewing (played by Patrick Duffy) can be seen giving JetBlue a warm welcome in a five-acre living Earthworks installation made of sustainable materials near Dallas/Fort Worth International Airport. The Texas-sized installation, part of a unique marketing campaign by TNT and JetBlue, was unveiled on June 1 and can be seen from the air on JetBlue's departing and arriving flights at DFW to surprise and delight *Dallas* enthusiasts and the fun-loving airline's customers alike.

The environmentally-conscious airline is paying homage to these popular, televised oil barons in its own unique way. As Boston's largest carrier and Dallas/Fort Worth's newest neighbor -- and given Christopher Ewing's (played by Jesse Metcalfe) focus on alternative energy sources -- JetBlue also plans to plant one tree for every booking on June 27, 2012 from Boston and Dallas/Fort Worth, Austin or Houston for travel between September 11 and November 14.

"We're proving that you don't have to be a Ewing to travel like one," said Ronda Ivy McLeod, JetBlue's Manager, Regional Marketing. "Our Boston to Dallas route is already popular among business travelers and is increasing in favor for leisure travelers. Our everyday low fares are making travel more affordable whether customers are traveling for work or play. We are proud to be a part of both communities and we are looking forward to making the communities we serve even greener destinations with the planting of new trees from our customers."

Fans of *Dallas* and JetBlue alike can enjoy the association of these two iconic brands. In July, customers will be able to view special *Dallas* content on board, including commentary from the series cast and a behind-the-scenes look at environmental artist Stan Herd's Earthwork installation, all on JetBlue's individual seatback TVs which feature 36 free channels of DirecTV, including TNT. Customers will also be able to watch the pilot episode of TNT's new show *Dallas* onboard and can learn more about the show on their seatback cards. TNT'S *Dallas* is the year's number one new series and the new season is just getting started. The battle for power, love and Southfork continues on the new *Dallas* on TNT, every Wednesday, at 9 p.m. (ET/PT). For more on TNT'S *Dallas*, go to www.DallasTNT.com.

Dallas/Fort Worth became JetBlue's 71st destination and 3rd in the Lone Star State, adding to the list of Austin and Houston. Connections via Boston can also be made to/from other cities including New York, Washington, D.C. and more. Three daily flights to Dallas/Fort Worth, JetBlue's 44th nonstop destination served from Boston, took to the skies on May 1, 2012.

**About JetBlue Airways**

JetBlue is the #1 airline in Boston, offering more flights to more destinations than any other carrier. The airline has other focus cities in Fort Lauderdale, Los Angeles, New York 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. 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.

*(a) Fare based on closing per barrel price of oil on 6/26/12. Fare includes government taxes/fees and must be purchased by 6/27/12 (the earlier of 11:59 PM ET or local) for flights between Boston, MA (BOS) and Dallas/Fort Worth, TX (DFW), Austin, TX (AUS), and Houston (HOU) on Tues. and Wed. only between 9/11/12 - 11/14/12. Fare is subject to availability; may not be available on all flights; may change without notice; must be purchased at time of reservation; and is one-way, 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. Fares not available for purchase via Online Travel Agencies Orbitz, Travelocity, Expedia, or Priceline. 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.*

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