JetBlue and Asiana Airlines Partner to Provide Easier Access to Asia

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- New options to Asia available via New York/JFK and Los Angeles (LAX) -

- Asiana Airlines offers daily nonstop service to Seoul from JFK and LAX -

NEW YORK and SEOUL, South Korea, Jan. 31, 2013 /PRNewswire via COMTEX/ --JetBlue Airways (NASDAQ: JBLU), New York's Hometown Airline™, and Asiana Airlines, South Korea's award-winning carrier, today announced the launch of an interline agreement to connect each other's networks and bring new flight options to travelers between Asia and the Americas.

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

Through the arrangement, effective immediately, travelers can book single-ticket travel combining flights on both carriers and enjoy one-stop baggage check-in when they transfer between the airlines at New York's John F. Kennedy International Airport (JFK) and Los Angeles International Airport (LAX). Tickets are available for sale through travel agencies and Asiana's reservations call center.

JetBlue is the largest domestic airline at JFK, where Asiana offers daily nonstop service to its global hub at Incheon International Airport. Travelers can connect onward to cities across Asia and Oceania via Seoul.

U.S.-bound travelers will enjoy easy transfers at JFK from Asiana to JetBlue destinations including Boston, Massachusetts; Burlington, Vermont; Syracuse and Buffalo/Niagara Falls, New York; Portland, Maine, Raleigh/Durham, North Carolina; San Juan, Puerto Rico; and six cities in Florida including Fort Lauderdale, Orlando, and Jacksonville. To learn more about JetBlue's 75 destinations, visit www.jetblue.com.

"Asiana is one of the world's top names in the airline industry," said Scott Resnick, JetBlue's director of airline partnerships. "We're pleased to partner with them to provide more options to our customers to destinations throughout Asia Pacific. Their product and service will match what our customers have come to expect from us."

Young Heon Kim, Asiana's Senior Vice President of Regional Headquarters, the Americas, added: "Asiana Airlines is proud to start the journey with our newest partner, JetBlue. As we share the same desires in safety, service quality and customer satisfaction, passengers will not be disappointed in the choice they make. Our partnership will surely open doors to many destinations that the combined route networks now serve. With the modernity of JetBlue's sizable seats, legroom, and top-notch selection of in-flight entertainment, this will certainly exceed the expectations of our valued customers. We thank JetBlue for this partnership and look forward to continuing our tradition of delivering the finest possible service available."

Known for its award-winning service, JetBlue offers travelers connecting from Asiana Airlines a premium experience that includes all-leather seating, unlimited free snacks and drinks, plus the most legroom in economy class (based on average fleet-wide seat pitch) as well as the most free live entertainment of any U.S. airline. JetBlue also operates one of America's youngest and most fuel-efficient airline fleets, with 180 Airbus and EMBRAER aircraft.

About JetBlue Airways

JetBlue is New York's Hometown Airline™ with other focus cities in Boston, Fort Lauderdale, Los Angeles (Long Beach), San Juan and Orlando. Known for its award-winning service and free inflight entertainment 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 75 cities with 750 daily flights and plans to launch service to Charleston, S.C., Albuquerque, New Mexico, and Philadelphia, Pennsylvania in 2013, as well as Medellin, Colombia, subject to receipt of government operating authority. 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), or visit www.jetblue.com.

About Asiana Airlines

Asiana Airlines (OZ) is a leading global airline based in Seoul, South Korea, that serves many of the world's major cities, operating over 89 routes to 70 cities in 23 countries. The airline focuses on both business and leisure markets and drives efficiency and effectiveness while providing a first-class experience for all customers on board. As the official 5-star rated SKYTRAX airline, the distinguished winner of 2012's "Best Overall Airline in the World" by Business Traveler, and the achiever of the most prestigious Golden Grand Slam in air travel, Asiana Airlines has been awarded for the efforts on customer satisfaction through best safety and service. Asiana Airlines is proud to defend the title of "Airline of the Year" by ATW, SKYTRAX, Global Traveler, and Premier Traveler for four consecutive years since 2009. Asiana values their corporate philosophy on taking customers to their destinations on time in the fastest, safest, and the most comfortable manner possible. For further information, call 1-800-227-4262 or visit http://us.flyasiana.com.

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