JetBlue and South African Airways Begin Codeshare Operations

Dec 16, 2013

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Flights Now Available From Across the JetBlue Network to Six Cities in South Africa; SAA Flies Daily to Africa From Both New York/JFK and Washington/Dulles

NEW YORK, NY and JOHANNESBURG, SOUTH AFRICA -- (Marketwired) -- 12/16/13 -- JetBlue Airways (NASDAQ: JBLU), New York's Hometown Airline™, and South African Airways (SAA), Africa's most awarded airline, have launched a bilateral codeshare, making it easier for travelers to connect between the two carriers' networks via New York or Washington.

JetBlue is now placing its "B6" code on SAA-operated flights between the U.S. and Johannesburg, South Africa, as well as on connecting flights to select destinations beyond Johannesburg including Cape Town, Durban, East London and Port Elizabeth, South Africa.

Customers purchasing a codeshare itinerary will benefit from having a single ticket combining SAA- and JetBlue-operated flights as well as conveniences on their day of travel including one-stop check-in and baggage transfer. Tickets are on sale now through travel agencies and the GDS for immediate travel; in 2014, tickets are expected to be available for sale via www.jetblue.com as well.

SAA flies each day between both New York's John F. Kennedy International Airport (JFK) and Washington's Dulles International Airport (IAD) and Johannesburg's O.R. Tambo International Airport

"We're so pleased to be expanding our successful partnership with South African Airways," said Robin Hayes, JetBlue's Chief Commercial Officer. "For more than three years, our customers have enjoyed SAA's great service and convenient flights to Johannesburg and beyond. We look forward to continuing to deepen our relationship with SAA and introduce more of our customers to SAA's exciting destinations."

"We're very proud to be one of JetBlue's first bi-lateral codeshare partners. Our successful partnership over the past three years has made it clear that a bilateral agreement would be the next natural step, particularly between two airlines that offer such extensive service in their respective markets," said Marc Cavaliere, SAA's EVP, North America. "We have been introducing customers throughout Africa to JetBlue's outstanding service, and we now look forward to welcoming JetBlue's customers on board and offering them our award-winning service and exceptional destination and vacation options."

South African Airways is one of the world's most awarded airlines, recently named Best Airline in Africa for the 11th consecutive year at the World Airline Awards presented by Skytrax. With fully-flat bed seats in Premium Business Class, industry-leading legroom in Economy Class, sumptuous cuisine and award-winning, complimentary South African wines, SAA provides an in-flight experience designed for pure comfort. Individual audio/video entertainment systems deliver a surplus of first-run movie and music choices. Via its Johannesburg hub, SAA links the world to most cities and destinations across southern Africa and the Indian Ocean islands, including South Africa, Angola, Botswana, Kenya, Mauritius, Mozambique, Namibia, Tanzania, and Zambia.

Known for its award-winning customer service, JetBlue offers codeshare customers connecting to/from SAA flights a premium experience that includes unlimited free snacks and non-alcoholic drinks plus the most legroom in economy class (based on average fleet-wide seat pitch of U.S. airlines) and the most free live entertainment of any U.S. airline*. Beginning in 2014, JetBlue will debut Mint, the carrier's new premium offering, featuring the longest lie-flat bed** in domestic business class and the only private suites on the New York-Los Angeles and New York-San Francisco routes.

At JFK Airport, JetBlue operates from its award-winning Terminal 5, while SAA operates from the adjacent Terminal 4, allowing for fast and easy connections between flights.

At Washington Dulles, both JetBlue and SAA are co-located in Concourse B.

About JetBlue Airways

JetBlue is a leading airline in Boston, Fort Lauderdale-Hollywood, Los Angeles/Long Beach, New York City, Orlando and San Juan, carrying 30 million customers a year to 82 cities in the U.S., Caribbean and Latin America with an average of 750 daily flights. With JetBlue, all seats are assigned, all fares are one-way, and an overnight stay is never required. JetBlue's fleet totals 193 aircraft, comprising 130 Airbus A320s, 3 A321s and 60 Embraer 190s. Upcoming destinations include Detroit, Mich.; and Savannah, Ga.; as well as Port of Spain, Trinidad and Tobago (subject to receipt of government operating authority). For more information please visit JetBlue.com.

About South African Airways

South African Airways (SAA), Africa's most awarded airline, operates to 42 destinations worldwide, including daily nonstop flights from New York, and daily direct flights from Washington, DC (via Dakar) to Johannesburg. In its domestic market SAA has an extensive schedule operating 660 flights in total per week between Johannesburg - Cape Town, Durban, East London and Port Elizabeth, from its Johannesburg hub, as well as codeshared flights between Lanseria - Cape Town and Durban. SAA offers more frequencies than any other airline in South Africa.

Regionally, SAA offers 26 destinations across the African continent including Abidjan, Accra, Blantyre, Brazzaville, Bujumbura, Cotonou, Dakar, Dar es Salaam, Douala, Entebbe, Harare, Kigali, Kinshasa, Lagos, Libreville, Lilongwe, Livingstone, Luanda, Lusaka, Maputo, Mauritius, Nairobi, Ndola, Pointe Noire, Victoria Falls and Windhoek. SAA's international network creates links to all major continents from South Africa through 11 direct routes and codeshares, with daily flights from Johannesburg to London (Heathrow), Frankfurt, Munich, Mumbai, Perth, Hong Kong, Beijing, New York, Washington, Sao Paulo and Buenos Aires. SAA has codeshare agreements with 27 other airlines across the markets it serves. SAA's core business is the provision of passenger airline and cargo transport services together with related services, which are provided through SAA and its four wholly owned subsidiaries: SAA Technical; Mango its low cost carrier; Air Chefs, the catering entity of SAA and South African Travel Centre (SATC). SAA is a Star Alliance member which offers more than 21,900 daily flights to 1,328 airports in 195 countries. SAA is the winner of the 'Best Airline in Africa' Award in the regional category for eleven consecutive years. Mango and SAA hold the number one and number two successive spots as South Africa's most on-time airlines. For more information, call 1-800-722-9675, or visit www.flysaa.com.

** Live satellite TV and radio programming is not available on flights operating outside the contiguous U.S. Where applicable, JetBlue may offer complimentary JetBlue Features™ movies on these flights.*

***Based on avg. length/width of lie-flat beds on domestic flights operated by U.S. airlines.*

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Source: JetBlue

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