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Celebratory Fares Available Today and Tomorrow Only, Starting at $79 One Way for Travel March 18 - May 22, 2014 (a)

NEW YORK, NY -- (Marketwired) -- 03/10/14 -- JetBlue Airways (NASDAQ: JBLU) today added Detroit Metro Airport to its growing route network. The airline now offers 52 non-stop routes and up to 128 daily departures out of Boston Logan International Airport, where JetBlue is the largest carrier. To celebrate the new route, which will be operated three times daily, flights between Boston and Detroit are on sale starting at $79 one way (a) for travel on Mondays - Thursdays and Saturdays between March 18 and May 22, 2014 (blackout dates April 10 to April 28, 2014). Tickets must be purchased by midnight tomorrow, March 11. 7-day advance purchase required.

"Today we strengthen our offering from Boston, while also bringing our low fares and award-winning service to Detroit and one of the most overpriced markets in the U.S.," said Dave Barger, JetBlue's CEO. "Detroit is also home to the largest Arab community in America and we are excited that our code-share partner Emirates today launches its Boston-Dubai service, which will provide our customers with seamless connections to and from Detroit. This route will also connect well with Turkish Airlines, when their Boston-Istanbul service begins on May 12."

Detroit has for years been a high-fare market, which JetBlue's entry will hopefully change. JetBlue has also been cited by an independent study from the Massachusetts Institute of Technology (MIT) as the low-cost carrier that lowered fares the most when it began service in a new U.S. market in 2012. The JetBlue Effect, MIT says, lowered fares $32 one way on average (b).

JetBlue's schedule between Boston (BOS) and Detroit (DTW), effective March 10, 2014:

BOS to DTW:	***DTW to BOS:***
Depart - Arrive	Depart - Arrive
7:30 a.m. - 9:45 a.m.	6:15 a.m. - 8:05 a.m. (c)
4:55 p.m. - 7:09 p.m.	10:30 a.m. - 12:24 p.m. (d)
7:36 p.m. - 9:49 p.m.	7:45 p.m. - 9:40 p.m.

About JetBlue Airways

JetBlue is a leading carrier in New York, Boston, Fort Lauderdale/Hollywood, Los Angeles (Long Beach), Orlando and San Juan. JetBlue carries 30 million customers a year to 85 cities in the U.S., Caribbean and Latin America with an average of 800 daily flights. JetBlue was the first U.S. airline to allow customers to use their personal electronic devices throughout all domestic flights. With JetBlue, all seats are assigned, all fares are one-way, and an overnight stay is never required. For more information please visit JetBlue.com.

(a) Fare includes government taxes/fees and must be purchased by 3/11/14 (the earlier of 11:59 PM ET or local) for flights between Boston, MA (BOS) and Detroit, MI (DTW) on Mon. - Thurs. and Sat. between 3/18/14 and 5/22/14 (blackout dates 4/10/14 - 4/28/14). 7-day advance purchase required. 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, 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. Fare is only available on www.jetblue.com. Fare not available for purchase via Online Travel Agencies Orbitz, Travelocity, Expedia, Hotwire, CheapTickets, LowestFare or Priceline. First checked bag is free (weight and size limits and exceptions for itineraries including flights marked or operated by other airlines 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. $25 fee per person applies to fares 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); $150 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) Based on MIT report "Evolving Trends of U.S. Domestic Airfares: The Impacts of Competition, Consolidation and Low-Cost Carriers," August 2013, available here.

(c) This flight will not operate 10 March 2014.

(d) On 10 March 2014 only, the eastbound flight departs DTW at 11:55 a.m.

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