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May 28, 2014

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Introductory Fares on Sale Today Starting at $69 One Way for Travel Oct. 29-Dec. 17, 2014 (a)

FORT LAUDERDALE, FL -- (Marketwired) -- 05/28/14 -- JetBlue Airways (NASDAQ: JBLU) today announces twice-daily nonstop jet service between Fort Lauderdale-Hollywood International Airport (FLL) and Jacksonville International Airport (JAX). Service will launch on October 29, 2014, along with previously announced new nonstop service between Fort Lauderdale-Hollywood and Cartagena, Colombia (CTG) (b); Las Vegas, Nev. (LAS) and Pittsburgh, Penn. (PIT).

JetBlue's presence in Fort Lauderdale-Hollywood is growing rapidly. The airline has committed to expand this South Florida BlueCity to 100 daily departures by 2017. With the addition of Cartagena, Jacksonville, Las Vegas, and Pittsburgh, JetBlue will offer up to 80 daily departures and 33 nonstop destinations from South Florida.

JetBlue, recently awarded its tenth consecutive honor from J.D. Power for highest customer satisfaction among low-cost carriers in North America (c), is celebrating the addition of the Fort Lauderdale-Hollywood - Jacksonville intra-Florida route with low introductory fares. The airline will offer this winter's only jet service between the two cities. Special fares are available today through May 30, 2014 starting at $69 one way (a), valid for travel between Oct. 29 and Dec. 17, 2014.

"We are pleased to announce our 33rd destination from our fast growing South Florida focus city," said Dave Clark, Vice President, Network Planning, JetBlue Airways. "This new route will provide business and leisure travelers with affordable and award-winning non-stop full-size jet service between these two vibrant cities. Additionally, Jacksonville customers will now have the ability to conveniently connect in Fort Lauderdale to destinations throughout the United States, Latin America and the Caribbean."

The new Fort Lauderdale-Hollywood - Jacksonville schedule allows for seamless connections to and from other destinations in the United States and the Caribbean including: Austin, Tex.; Bogota, Colombia; Boston, Mass; Cancun, Mexico; Chicago, Ill.; Lima, Peru; Los Angeles (LAX), Calif; New York (JFK, LaGuardia and White Plains); Montego Bay, Jamaica; Newark, NJ; Punta Cana, Dominican Republic; San Juan, Puerto Rico; San Francisco, Calif; and Washington, DC (Reagan National).

JetBlue's schedule between Fort Lauderdale-Hollywood (FLL) and Jacksonville (JAX):

FLL to JAX:
Depart - Arrive
7:00 a.m. - 8:14 a.m.
6:55 p.m. - 8:09 p.m.

JAX to FLL:
Depart - Arrive
8:00 a.m. - 9:14 a.m.
6:45 p.m. - 7:59 p.m.

In addition to the four routes launching from Fort-Lauderdale-Hollywood on October 29, JetBlue has in the last year added service from its South Florida focus city to several international destinations including: San Jose, Costa Rica; Lima, Peru; Port-au-Prince, Haiti; Port of Spain, Trinidad and Tobago; Montego Bay, Jamaica; and Punta Cana, Dominican Republic.

JetBlue's flights between Fort Lauderdale-Hollywood and Jacksonville will be operated with its full-size 100-seat Embraer E190 jet fleet featuring JetBlue's award-winning service and convenient, assigned seating; a first-checked bag free (d); complimentary and unlimited name brand snacks and non-alcoholic/soft drinks; comfy leather seats; free first-run movies on seatback televisions (e); and more legroom than any other carrier in coach (f).

About JetBlue Airways
JetBlue is the #1 airline in Fort Lauderdale-Hollywood, and a leading carrier in Boston, New York City, Los Angeles (Long Beach), Orlando and San Juan. JetBlue carries more than 30 million customers a year to 85 cities in the U.S., Caribbean and Latin America with an average of 825 daily flights. New service to Hyannis, Mass. begins this summer. With JetBlue, all seats are assigned, all fares are one-way, an overnight stay is never required and the first checked bag is free (subject to weight and size limits and exceptions for itineraries including flights marketed or operated by other airlines). For more information please visit JetBlue.com.

(a) Flight Restrictions: Fare includes government taxes/fees and must be purchased by 05/30/2014 (the earlier of 11:59 PM EDT or local) for flights between Fort Lauderdale, Fla. (FLL) and Jacksonville, Fla. (JAX) on Tuesday, Wednesday, Thursday only between 10/29/2014 and 12/17/2014 (blackout dates 11/25/2014 - 12/2/2014). 21-day advance purchase required. Limited exceptions apply; visit www.jetblue.com for information on all routes on

sale. Fare is subject to limited availability; may not be available on all days or all flights; may change without notice; is valid for new bookings only; must be purchased at time of reservation; and is one-way, nonstop (except as otherwise noted), 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 and exceptions for itineraries including flights marked or operated by other airlines apply). Fares do 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) This service is subject to receipt of government operating authority

(c) J.D. Power 2005-2014 North American Airline Satisfaction StudiesSM (among all carriers in 2005). 2014 study based on responses from 11,370 passengers who flew on major North American airlines between April 2013 - March 2014. Proprietary study results are based on experiences and perceptions of consumers surveyed in May 2013 - March 2014. Your experiences may vary. Visit jdpower.com.

(d) Free first bag subject to weight and size limits and exceptions for itineraries including flights marketed or operated by other airlines.

(e) On flights outside the contiguous 48 states where live satellite TV and radio programming is not available, complimentary movies are offered.

(f) JetBlue offers the most legroom in coach, based on average fleet-wide seat pitch for U.S. airlines.

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