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Announces New Service From DCA to Jacksonville; Sixth New Route Within Six Months; Introductory Fares on Sale Today Starting at $79 One Way for Travel January 6-February 11, 2015 (a)

WASHINGTON, DC -- (Marketwired) -- 08/19/14 -- JetBlue Airways (NASDAQ: JBLU) today announces new twice-daily nonstop service from Ronald Reagan Washington National Airport (DCA) to Jacksonville, Fla. (JAX). The new route will launch on December 18, 2014, the same day the airline also introduces new low fare, nonstop service from DCA to two other Florida destinations: Fort Myers (RSW) and West Palm Beach (PBI).

Jacksonville marks the sixth new destination from DCA to be launched this year. On June 19, JetBlue launched nonstop service to Charleston, SC (CHS), Hartford, Conn. (BDL), and Nassau, Bahamas (NAS). Additionally, JetBlue will also connect Jacksonville with Fort Lauderdale (FLL) as of October 29, 2014.

Special introductory fares are available today through August 20, 2014, starting at $79 one way for travel between January 6 and February 11, 2015 (a), excluding Fridays and Sundays.

"Ronald Reagan Washington National Airport is a vital part of the JetBlue network and we are pleased to continue to grow our presence here. Besides easier access to JetBlue flights from the heart of the region, customers are enjoying our award-winning customer service and low fares. With a sixth new service within just six months, we will offer up to 30 daily nonstop flights out of DCA by the end of the year," said Rob Land, JetBlue's Senior Vice President of Government Affairs and Associate General Counsel.

JetBlue's Schedule between Ronald Reagan National to Jacksonville, effective December 18, 2014:

DCA - JAX	JAX - DCA
09:25 a.m. - 11:25 a.m.	09:10 a.m. - 10:59 a.m.
04:10 p.m. - 06:09 p.m.	12:30 p.m. - 02:21 p.m.

JetBlue has successfully carved out a niche among competitors by focusing on serving the customer who is under-served by other airlines and by delivering unparalleled value to travelers with its core product offerings. 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 fare $32 one way on average (b).

About JetBlue Airways

JetBlue is New York's Hometown Airline™, and a leading carrier in Boston, Fort Lauderdale/ Hollywood, Los Angeles (Long Beach), Orlando, and San Juan. JetBlue carries more than 30 million customers a year to 86 cities in the U.S., Caribbean, and Latin America with an average of 850 daily flights. 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) Fare includes government taxes and fees and must be purchased by 8/20/14 (the earlier of 11:59 PM ET or local) for flights between Washington D.C. (DCA) and Jacksonville, FL (JAX) on Monday through Thursday and Saturday only between 1/6/15-2/11/15. 21-day advance purchase required. Fare is subject to limited availability; may not be available on all days or all flights; may change without notice; must be purchased at time of reservation; and is one-way, non-stop (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 operated or marketed by other airlines apply). Fare does not include fees for oversized, overweight or 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 (not Award flights) 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 at http://dspace.mit.edu/handle/1721.1/79878*

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