JetBlue Breaks the Ice by Introducing Hot Fares to Cold New Yorkers

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With Freezing Temperatures, the Airline Reveals $32 Fares to 32 Hot Destinations*

NEW YORK, NY -- (Marketwired) -- 01/21/15 -- JetBlue Airways (NASDAQ: JBLU), New York's Hometown AirlineTM, is breaking the ice by introducing hot fares to cold New Yorkers. The fun-loving airline is launching a promotion that gives Big Apple residents a chance to get out of town and warm up as the temperatures are slated to drop below freezing. Starting at 11 am today, JetBlue will release a limited number of $32 fares on 32 routes.*

For exclusive offers, visit http://bit.ly/JetBlueBreakTheIce now through 4 pm (or while supplies last) to check out all the places you can go to combat the frozen temperatures, like Turks and Caicos, Los Angeles, or Barbados.

Special fares will be available while limited supplies last on one-way JetBlue flights from New York area airports (John F. Kennedy, LaGuardia and Newark) on 32 routes that the airline flies to nonstop from New York. Flights must be booked by 4 pm today for travel on the specified departure and return dates. Fares are only available for flights booked at jetblue.com or 1-800-JETBLUE and are subject to limited availability so are only good while supplies last. Visit http://bit.ly/JetBlueBreakTheIce and get them while they're hot.

"Unfortunately terms like Nor'easters and polar vortex have become common phrases and occurrences for New Yorkers. Temperatures are predicted to drop below freezing levels this week. With so many tall buildings so close together, the wind chill factor can cause temperatures to feel at least 10 degrees colder in some places," said Tom Lloyd, JetBlue's head of meteorology.

Marty St George, Senior Vice President, Commercial stated, "The first few weeks of January have been pretty brutal in New York. With a predicted cold snap slated to impact the North East, New Yorkers really deserve a chance to warm up. We're breaking the ice by offering cool fares to some hot destinations. These $32 fares are perfect for quick getaways, providing just enough time for New Yorkers to thaw out."

As New York's Hometown Airline™, JetBlue is always looking for opportunities to surprise and delight customers. Break the Ice provides the perfect excuse for a spontaneous trip to many JetBlue destinations that offer warmer climates such as Barbados; Nassau, Bahamas; Charleston, South Carolina; Savannah, Georgia; or Fort Lauderdale/Hollywood, Orlando, Tampa, and West Palm Beach, Florida.

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 32 million customers a year to 87 cities in the U.S., Caribbean and Latin America with an average of 825 daily flights. Service to Cleveland and Reno-Tahoe, Nev. will launch this spring. For more information please visit JetBlue.com.

* Fares include government taxes/fees and must be purchased by 4:00 p.m. ET on 1/21/15 for flights from New York (JFK, LGA, or EWR) to any of the available routes in this promotion only and must be booked through the promotion landing page www2.jetblue.com/break-the-ice or 1-800-JETBLUE, valid for travel on Tuesday, Wednesday, and Saturday between 1/21/15-2/11/15. Not valid on previous bookings. Fares are 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 are 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. All deadlines based on EST. Other restrictions apply.

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