JetBlue to Take Off for Sunny and Stylish Palm Springs, California

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Newest Transcontinental Route Offers Seasonal Escape From New York Winters

NEW YORK, NY -- (Marketwired) -- 08/31/15 -- JetBlue Airways (NASDAQ: JBLU) today announced it will begin seasonal non-stop service between New York's John F. Kennedy International Airport (JFK) and Palm Springs International Airport (PSP) in Southern California this winter, subject to government approval. Palm Springs will be JetBlue's ninth destination in the Golden State.

The new flights will operate five times per week, Thursday through Monday, between January 14, 2016 and May 1, 2016. Seats are on sale beginning today with introductory fares starting at $99 one way between New York and Palm Springs (a).

The desert oasis has recently experienced a comeback by blending its nostalgic past as a playground for Hollywood with hip new development attracting a new generation of trendy travelers. Palm Springs was a favorite venue for The Rat Pack, and stars such as Frank Sinatra, Bob Hope and Lucille Ball all built homes in Palm Springs. Today, Palm Springs has become a gathering spot for architecture aficionados, musicians, artists, and trendy weekenders seeking a warm, retro-chic getaway with great hotels, restaurants and outdoor activities.

"With direct service to Palm Springs five days a week, winter-weary East Coasters can escape to this desert getaway with 350 days of sunshine easier than ever before," said Dave Clark, vice president of network planning at JetBlue. "Palm Springs' re-emergence as a destination and the area's nationally recognized events like Coachella make it the perfect addition to our transcontinental route map."

The Greater Palm Springs area's abundant outdoor adventure offerings including the Joshua Tree National Park and the San Jacinto Mountains, as well as world-class events and festivals, including Coachella, Stagecoach and BNP Paribas Open in Indian Wells.

"The City of Palm Springs continues to experience a tremendous renaissance and we are delighted to welcome JetBlue to Palm Springs International Airport," said Mayor Steve Pougnet. "Their arrival is just more proof that Palm Springs is the premiere resort destination in Southern California and beyond."

Palm Springs International Airport, located less than two miles from downtown, welcomes more than 1.5 million passengers annually from the U.S. and Canada. The airport is known for its shorter lines, friendly staff, stunning desert vistas and airport amenities including an outdoor courtyard, dining and retail. The airport services Greater Palm Springs, which includes the resort cities of Palm Springs, Desert Hot Springs, Cathedral City, Rancho Mirage, Palm Desert, Indian Wells, La Quinta, Indio and Coachella.

"We are excited about being a JetBlue destination," said Scott White, CEO & President of the Greater Palm Springs Convention & Visitors Bureau. "JetBlue's arrival means easy, nonstop access for our East Coast travelers. The personalized amenities that define the airline complement the lifestyle and visitor experience in Greater Palm Springs perfectly, promising to deliver travelers to our oasis feeling relaxed and ready to experience all we have to offer."

Flight Schedule

JFK-PSP Flight #149	PSP-JFK Flight #150
7:45 p.m. - 10:56 p.m.	11:49 p.m. - 7:43 a.m.

JetBlue will serve the route with its Airbus A320 aircraft offering the airline's award-winning service featuring the most legroom in coach (b); free Fly-Fi, the fastest broadband internet in the sky; complimentary and unlimited name-brand snacks and soft drinks; free, live DIRECTV® programming and 100+ channels of SiriusXM® radio in every seatback.

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 90 cities in the U.S., Caribbean, and Latin America with an average of 875 daily flights. For more information please visit JetBlue.com.

(a) BLUE fare shown. To learn more about our new fare options, go to https://www.jetblue.com/travel/our-fares/. Fares include government taxes and fees and must be purchased by 09/01/15 (the earlier of 11:59 PM ET or local) for flights on Mondays, Thursdays and Saturdays only between 01/14/16 - 03/19/16. (Blackout Dates: 02/11/16 - 02/22/16) 21-day advance purchased required. Limited exceptions apply. All 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, non-stop (except as otherwise noted), nonrefundable, and nontransferable. Proper documentation required for boarding.For BLUE fares, first checked bag is $20 by web check-in and kiosk or $25 at check-in counter and second bag is $35. Additional bags (over two) are $100 each. Weight and size limits and exceptions for itineraries including flights operated or marketed by other airlines also apply. Fares do not include fees for oversized, overweight or extra baggage or

other fees for products/services sold separately. For baggage fees and other optional services, click here. All reservations made one week or more prior to a flight's departure may be cancelled without penalty up to 24 hours after the reservation is made. Changes and cancellations made 60 days or more prior to departure date: BLUE: $70 per person fee plus difference in fare. Changes and cancellations made less than 60 days from departure date: For BLUE fares under $100, $70 per person plus difference in fare; for BLUE fares between $100 and $149.99, $90 per person plus difference in fare; and for BLUE fares of $150 or more, $135 per person plus difference in fare. Cancellations receive JetBlue travel credit, valid for one year. Changes/cancellations must be made prior to scheduled departure (otherwise all money for fare is forfeited). For changes/cancellations, click here. Proper documentation required for boarding. Other restrictions apply.

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

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