JetBlue Continues Florida Growth with Launch of Daytona Beach Service

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Newest City Becomes 94th JetBlue Destination and 8th in the Sunshine State

NEW YORK--(BUSINESS WIRE)-- JetBlue (NASDAQ:JBLU) today announced the start of service to its newest destination with the launch of flights between New York's John F. Kennedy International Airport (JFK) and Daytona Beach International Airport (DAB). JetBlue now serves eight Florida destinations and offers more flights between the Empire State and the Sunshine State than any other airline with up to 83 daily non-stops.

Flights operate daily and provide the only non-stop service between Daytona Beach and New York City. Customers traveling to JetBlue's home at JFK's T5 can also take advantage of convenient connections to many other JetBlue cities as well as international destinations offered by some of JetBlue's more than 40 airline partners.

"We launched our airline with its inaugural flight between New York's JFK and Florida almost 16 years ago and we are so pleased that all these years later we continue to offer even more new routes between these two popular regions," said Scott Laurence, senior vice president of network planning at JetBlue, and a graduate of Daytona Beach's Embry-Riddle Aeronautical University. "Daytona Beach features so many exciting and sunny attractions that we knew it was time to offer travelers new flights and better value to this top destination."

More than half a million travelers pass through Daytona Beach International Airport annually, which offers easy access to the variety of artistic, cultural, and action-packed activities that make Florida's east central coast a top destination for visitors. The airport also features a growing list of shops and dining option as well as complimentary Wi-Fi throughout the terminals.

"JetBlue's arrival in Dayton Beach is part of the overall renaissance that the greater Daytona Beach area and Volusia County is experiencing," said Rick Carl, airport director, Daytona Beach International Airport. "Having the most convenient airport in the east central Florida region, Daytona Beach International Airport is well-suited for the partnership with JetBlue."

The new service to Daytona Beach will create a direct link between JetBlue's main base of operations in New York and Embry-Riddle Aeronautical University, the world's largest, fully accredited university specializing in aviation and aerospace. In 2007, JetBlue partnered with Embry-Riddle to launch the University Gateway Program, a unique opportunity that creates a path to a career with the airline for aspiring aviators.

JetBlue Schedule Between New York (JFK) and Daytona Beach (DAB)

JFK – DAB Flight #393	DAB – JFK Flight #500
10:29 a.m. – 1:13 p.m.	2:00 p.m. – 4:21 p.m.

Flights will operate daily on JetBlue's spacious, award-winning, 150-seat A320 aircraft featuring the most legroom in coach (a), free Fly-Fi®, the fastest broadband internet in the sky, unlimited snacks and soft drinks, including the airline's signature TERRA Blues®, and 36 channels of live DIRECTV® programming at every seat in addition to 100+ channels of Sirius XM Satellite Radio®.

JetBlue Getaways

For customers planning a vacation in Daytona Beach, JetBlue Getaways provides the added convenience of offering flights, hotels, car rentals and other amenities and activities all in one package, helping save customers' time and costs.

Daytona Beach Getaways can be booked at www.jetblue.com/vacations/. JetBlue Getaways customers enjoy access to an exclusive 24-hour support desk dedicated to Getaways customers before, during and after their trip, as well as the JetBlue Getaways Best Price Guarantee (b) and TrueBlue customer loyalty points on every eligible dollar spent (c). More information can be found at http://www.jetblue.com/vacations.

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 94 cities in the U.S., Caribbean, and Latin America with an average of 900 daily flights. For more information, please visit jetblue.com.

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

(b) Book a JetBlue Getaways air+hotel vacation package, and if you find the same package on another website for a lower price within 48 hours of your Getaways purchase, JetBlue will refund the difference. Terms apply. Click here for details.

(c) For more information, please click here.

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