JetBlue Launches Palm Springs Service with Mid-Century Modern Celebration

Jan 14, 2016

New Route Connects Travelers to Two Top Destinations

JetBlue Serves More Non-Stop Destinations between New York & California Than Any Other Airline

NEW YORK--(BUSINESS WIRE)-- JetBlue (NASDAQ:JBLU) today announced the start of service between New York City and Palm Springs, Calif., the airline's 95th destination. Roundtrip flights serve John F. Kennedy International Airport (JFK) and Palm Springs International Airport (PSP) five times per week, Thursdays through Mondays, now through May 1, 2016. JetBlue now operates non-stop flights to 70 destinations from JFK, including nine in California, and offers more flights between Palm Springs and the east coast than any other airline.

Famous for its mid-century modern style and beautiful landscape, Greater Palm Springs welcomes visitors from around the world. Once the playground for Hollywood stars like Frank Sinatra, Bob Hope and Lucille Ball, Palm Springs has positioned itself as the go-to spot for top events such as the Palm Springs International Film Festival, Modernism Week, the BNP Paribas Open, Coachella Valley Music and Arts Festival and the Rancho Mirage Writers Festival.

“For more than 30 years I’ve been visiting my family in Palm Springs and I’m delighted that we are finally adding this fantastic community to our route map,” said Rob Land, JetBlue’s senior vice president government affairs & associate general counsel, who also joined for the inaugural flight and festivities. “JetBlue has been connecting the east coast and California with award-winning customer service and affordable fares since 2000. Now, with the addition of Palm Springs as a renowned destination, JetBlue is thrilled to connect our customers to the countless exciting events Palm Springs is famous for.”

"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 Robert Moon of the City of Palm Springs. "The arrival of this exceptional airline to our destination is just more proof that Palm Springs truly is like no place else and we look forward to a long and successful relationship."

JetBlue’s home at JFK T5 provides convenient connections between cities across the JetBlue’s U.S., Caribbean and Latin American network as well as between international destinations served by some of JetBlue’s more than 40 airline partnerships. JetBlue’s low-fare service also brings increased value and convenience to the Palm Springs market for customers seeking the easy accessibility of the airport and its beautiful open-air terminal located less than two miles from downtown.

“We are excited about being a JetBlue destination. JetBlue’s arrival means easy, additional, nonstop access for our east coast travelers,” said Scott White, CEO & President of the Greater Palm Springs Convention & Visitors Bureau. “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.”

JetBlue marked the start of the new service today with a two-hour stylish celebration at T5 inspired by Palm Springs. The airline created a mid-century modern atmosphere in the gate area near its inaugural flight which featured classic music and more than a dozen pieces of stylish furniture and accessories courtesy of New York-based Modprop which specializes in modern furniture design.

Additionally, the Ace Hotel Palm Springs – a renowned destination for travelers to the Coachella Valley since opening in 2009 – showcased its popular restaurant, King's Highway in the JetBlue gate area. King's Highway operates in partnership between Ace, and restaurateur Jud Mongell and Chef Ken Addington, who are the duo behind Brooklyn's esteemed Five Leaves restaurant, and also Ace Downtown Los Angeles' flagship eatery, L.A. Chapter.

"It's an honor to participate in JetBlue's kickoff of its new service to one of our favorite cities," said Chef Ken Addington, as he prepared dishes such as Mahi Mahi Fish Tacos, Roast Pork Belly with Hominy Cakes and Date Shakes with Almond Gelato. "The King's Highway team and I are excited to give JetBlue customers a taste of what Palm Springs has to offer, and we hope everyone comes to visit us soon."

Flight Schedule Between New York (JFK) and Palm Springs (PSP)

JFK – PSP Flight #149	**PSP – JFK Flight #150**
7:30 p.m. – 10:40 p.m.	11:35 p.m. – 7:29 a.m. +1

JetBlue operates this new route using Airbus A320 aircraft offering the airline's award-winning service featuring the most legroom in coach (a); 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 at every seat.

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 35 million customers a year to 95 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.

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