JetBlue Arrives in Atlanta

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New Nonstop Flights Bring Low Fares and Much Needed Competition to Highly Requested Boston-Atlanta Route

JetBlue Commits to Atlanta Community With School Book Donation Ahead of Launch

NEW YORK--(BUSINESS WIRE)-- JetBlue (NASDAQ:JBLU) today announced the start of service in Atlanta, the largest U.S. city not already served by the award-winning airline. The inaugural flight from Boston's Logan International Airport (BOS) arrived at Hartsfield–Jackson Atlanta International Airport (ATL) this morning, making Georgia's capital city JetBlue's 101st destination.

"It's a new day for Atlanta travelers who, for too long, have faced high fares and limited choices," said Dave Clark, vice president sales and revenue management, JetBlue. "As we connect our Boston customers with a top-requested destination, we're also excited to show Atlanta why JetBlue is a favorite for flyers in the 100 other cities we fly to across the U.S., Caribbean and Latin America."

Atlanta becomes the 63rd nonstop destination from JetBlue's Boston focus city where the airline is the largest carrier, recently reaching 150 daily flights. The addition of nonstop Atlanta service, which was the most requested destination by Boston travelers, is part of JetBlue's plan to reach 200 daily flights at Logan in the coming years. Customers in both cities will benefit from convenient, five times daily service between Boston and Atlanta.

Hartsfield-Jackson, the world's busiest airport, welcomes nearly 35 million travelers to Atlanta each year. With attractions like the Georgia Aquarium, the Carter Center and Presidential Library, the Atlanta Botanical Garden, Zoo Atlanta and numerous historic sites the city offers an array of experiences for every visitor.

"With this new route from JetBlue, Boston's business and leisure travelers can now connect to the South's largest metropolitan area and a state that boasts a myriad of travel opportunities from the mountains to the coast," said Kevin Langston, Deputy Commissioner of Tourism at the Georgia Department of Economic Development. "We look forward to welcoming JetBlue passengers to Atlanta, and Georgia, and showcasing all that our state has to offer while providing a true taste of southern hospitality."

On Wednesday, ahead of today's inaugural flight, JetBlue marked its arrival in Atlanta with a commitment to give back to the community. JetBlue For Good volunteers and crewmembers, staff from Hartsfield–Jackson Atlanta International Airport and College Park Mayor Jack Longino came together for a day of service at College Park Elementary School. The group donated 500 age-appropriate children books and read to nearly 150 first graders. The donation will provide the opportunity for students to take a book home to build their personal libraries.

Flights between Atlanta and Boston will be operated on JetBlue's Airbus A320 aircraft featuring the airline's award-winning customer service with all-reserved comfortable seating; complimentary and unlimited name-brand snacks; more than 100 channels of free SIRIUSXM® radio programming and 36 channels of free, live DIRECTV® programming on personal seatback televisions; free Fly-Fi high-speed wireless Internet (a), and the most legroom in coach (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 38 million customers a year to 101 cities in the U.S., Caribbean, and Latin America with an average of 1,000 daily flights. For more information please visit jetblue.com.

(a) Fly-Fi is not available on flights operating outside of the contiguous U.S. For flights originating outside of the contiguous U.S., Fly-Fi will be available once the aircraft returns to the coverage area.

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

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