jetBlue

JetBlue Supersizes "SuperFly" Web Sale; Sale On Every Nonstop Route Extended Through September 4, With Fares Starting Between $19 and $119

Aug 26, 2002

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NEW YORK, Aug 26, 2002 (BUSINESS WIRE) -- JetBlue Airways (Nasdaq: JBLU) has extended the purchase by date for its first "SuperFly" web fare sale to September 4.

The low-fare airline has put every nonstop route, plus some connecting service, on sale at fares starting between $19(a) and $119(a) each way when booked at www.jetblue.com.

The SuperFly web sale includes JetBlue's new service from LA/Long Beach, CA to Las Vegas, NV, starting at $19(a) each way; to Oakland, CA from $29(a) each way; and to Salt Lake City, UT from $49(a) each way. From New York/JFK, JetBlue is offering sale fares to five cities in Florida starting between $59(a) and $69(a) each way, and to six cities in the west, starting between $99(a) and $119(a) each way. From Washington, DC/Dulles, sale fares to Fort Lauderdale, FL, start at $59(a) each way and to either LA/Long Beach or Oakland, CA from just $99(a) each way. From Upstate New York and Burlington, VT, sale fares to Florida start at just $69(a) each way. (See table below for complete details.)

These sale fares must be purchased at www.jetblue.com by September 4 and are available for travel between September 4 and November 5, 2002. All SuperFly sale fares require a seven-day advance purchase. Customers should book early as seats are limited and may not be available on all flights. For an additional $5 each way, the sale fares can also be booked by calling 1-800-JETBLUE.

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LA/Long Beach, CA to:
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Las Vegas, NV                       $19(a) (service starts October 10)
Oakland, CA                         $29(a) (service starts September 6)
Salt Lake City, UT                  $49(a) (service starts October 10)
Washington DC (Dulles)              $99(a)
New York, NY (JFK)                  $119(a)
Oakland, CA to:
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Oakland, CA                         $29(a) (service starts September 6)
Las Vegas, NV                       $49(a) (service starts October 10)
Washington DC (Dulles)              $99(a)
New York, NY (JFK)                  $119(a)
(Note: All service between Oakland, CA and Las Vegas, NV is via
Long Beach, CA)
New York/JFK to:
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Buffalo, Rochester, Syracuse, NY;
 Burlington, VT                       $39(a)
Fort Lauderdale, Orlando, Tampa, FL   $59(a)
West Palm Beach, Fort Myers, FL;
 New Orleans, LA                      $69(a)
Denver, CO; Salt Lake City, UT        $99(a)
San Juan, PR; Seattle, WA             $109(a)
Long Beach, Oakland, Ontario, CA      $119(a)
Washington DC/Dulles to:
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Fort Lauderdale                       $59(a)
Long Beach and Oakland, CA            $99(a)
Buffalo, Rochester, Syracuse, NY; Burlington, VT to:
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Fort Lauderdale, Orlando and
 Tampa, FL                            $69(a)
West Palm Beach and Fort Myers, FL;
 New Orleans, LA                      $79(a)
(All service between Buffalo, Rochester, Syracuse, NY; Burlington,
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VT and Florida is via New York/JFK.)

JetBlue is a low-fare, low-cost passenger airline which provides high-quality customer service. Since launching operations in February 2000, the airline has served more than seven million passengers. JetBlue operates a fleet of 28 new Airbus A320 aircraft and is scheduled to take delivery of another eight new A320s by the end of 2002. All JetBlue aircraft are outfitted with roomy all-leather seats each equipped with free live satellite television, offering up to 24 channels of DIRECTV(R) Programming at every seat.(b)

From its base at New York City's John F. Kennedy International Airport, JetBlue flies to: Fort Lauderdale, Fort Myers, Orlando, Tampa and West Palm Beach, FL; Buffalo, Rochester and Syracuse, NY; Long Beach, Oakland and Ontario, CA; Burlington, VT; Denver, CO; New Orleans, LA; San Juan, PR; Salt Lake City, UT; and Seattle, WA. From Washington DC, the airline serves Fort Lauderdale, FL, and Long Beach and Oakland, CA.

Commencing September 6, from its west coast base at Long Beach, near Los Angeles, JetBlue plans to serve Oakland, in the San Francisco Bay area, with nine flights a day. In addition, from Long Beach beginning October 10, the airline plans to add six flights a day to Las Vegas, a daily flight to Salt Lake City and a fifth daily flight to JFK.

JetBlue recently launched TrueBlue, a customer loyalty program through which frequent fliers earn points toward free flights. All points are automatically doubled when TrueBlue members book via www.jetblue.com through December 31, 2002. A free round-trip flight is awarded once a member earns 100 points. For more information about TrueBlue, log on to www.jetblue.com/trueblue.

In February, JetBlue won Air Transport World magazine's 2002 "Market Development Award," for its successful first two years of service, and also was named Best Overall Airline by Onboard Services magazine. Last year, the airline ranked first in Conde Nast Traveler's 2001 Business Travel Awards, second in the Best Domestic Airline category in the magazine's 14th Annual Readers' Choice Awards, and number two Best Domestic Airline in the 2001 Zagat Airline Survey.

With JetBlue, all seats are assigned, all travel is ticketless, all fares are one-way, and a Saturday night stay is never required. The airline is offering $5 each way off all fares booked through its web site, www.jetblue.com, through September 30. For more information, schedules and fares, please visit www.jetblue.com or call JetBlue reservations at 1-800-JETBLUE (538-2583).

(a) The sale fares reflect a $5 each way discount that is only available when booking online at www.jetblue.com. Fares do not include Passenger Facility Charges of up to $9 each way, September 11th Security Fees of up to $5 each way and a Federal Segment Tax of $3 per segment.
(b) DIRECTV(R) service is not available on flights between New York City and San Juan, Puerto Rico.

This press release contains statements of a forward-looking nature relating to future events or future financial results of JetBlue that are based on our management's beliefs and assumptions and on information currently available to our management. Forward-looking statements involve risks, uncertainties and assumptions. Actual results may differ materially from those expressed in the forward-looking statements due to many factors, including without limitation, the continually changing industry and regulatory environment following recent terrorist attacks and threats, our limited operating history, our ability to implement our growth strategy, our fixed obligations, our dependence on the New York market, our ability to renew or replace gate leases, our competitive environment, problems with our aircraft, economic and other conditions in markets in which we operate, governmental regulation, increases in maintenance costs, fuel prices and insurance premiums and cyclical and seasonal fluctuations in our operating results. Additional information concerning these and other factors is contained in the Company's Securities and Exchange Commission filings, including but not limited to, the Company's registration statement on Form S-1, as amended. We undertake no obligation to update any forward-looking statements to reflect events or circumstances that may arise after the date of this release.

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