

JetBlue, Boston's Largest Airline, Ramps Up Plan for 200 Peak Day Departures From Logan Airport, Including New Service to Atlanta

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Atlanta Will Mark 63rd Nonstop Destination from Boston – More Than Any Other Airline

JetBlue Will Bring Needed Competition and Award-Winning Customer Service Between Atlanta and All of Its East Coast Focus Cities: Boston, Fort Lauderdale-Hollywood, New York JFK, and Orlando

NEW YORK--(BUSINESS WIRE)-- JetBlue (Nasdaq:JBLU) today announced plans to grow its Boston focus city by more than 40 percent to 200 peak day departures, including the launch of its 63rd nonstop destination, Atlanta. The new route sets in motion the airline's plan to further expand its leadership position in Boston, where it is already the largest airline.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20160907005838/en/>



(Graphic: Business Wire)

this important market.

"We are excited to welcome JetBlue to Atlanta," interim airport general manager Roosevelt Council, Jr. said. "This newest addition to our list of carriers will provide additional choice for our passengers and further increase competition at the world's most traveled airport."

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 (b), and the most legroom in coach (c).

JetBlue has also built a rich portfolio of interline and codeshare agreements with nearly 50 airlines that help connect customers through Boston Logan and New York JFK. Customers taking advantage of the new routes will be able to connect to destinations throughout the world on carriers such as Emirates, EL AL, Aer Lingus, Etihad, Qatar and Cape Air.

JetBlue Adds More Service Between Boston and the West Coast and Caribbean

In addition to the flights between Boston and Atlanta, JetBlue also today announced additional service for its Boston customers:

Service between Boston Logan International Airport (BOS) and Hartsfield-Jackson Atlanta International Airport (ATL) will begin March 30, 2017. To celebrate JetBlue's 63rd nonstop destination from Boston – the most destinations of any airline at Boston Logan – JetBlue is launching with an introductory one-way fare of \$47 (a) available starting today.

"Boston travelers have spoken, and we are listening by adding Atlanta to our route map and expanding our operation to 200 peak day departures," said Marty St. George, executive vice president commercial and planning, JetBlue. "After decades of being underserved by high-fare legacy carriers, Boston has an airline that is committed to offering the best service and most nonstop destinations of any other airline."

JetBlue will bring its recipe of low fares and award-winning service to four routes from Atlanta, a city that is dominated by two of the Big Four airlines. In addition to Boston-Atlanta flights, JetBlue also intends to add service between Atlanta and its focus cities of Fort Lauderdale-Hollywood, New York JFK, and Orlando.

The addition of Atlanta answers calls from both customers and crewmembers, which have made Atlanta JetBlue's most requested new destination. The new route will be especially attractive to JetBlue's Boston-based business customers who have long requested that the airline serve

The airline will add a fourth daily roundtrip Mint flight between Boston and San Francisco International Airport (SFO) on July 15, 2017, to meet growing demand from customers seeking an alternative to lesser “premium” class service offered by legacy carriers on long transcontinental routes.

The airline will now offer year-round service between Boston and Montego Bay’s Sangster International Airport (MBJ), which currently operates as seasonal service.

The airline will also expand its seasonal service between Boston and St. Thomas’ Cyril E. King Airport (STT) to year-round service.

No Other Airline Focuses on Boston Like JetBlue

Boston is JetBlue’s second largest focus city and continues to be a key component in its growth strategy. Its past and future investments in Boston Logan have given Boston an affordable, award-winning choice for non-stop travel. Over the last five years, JetBlue has increased its daily departures more than 40 percent, today offering 140 peak day departures with plans to increase to 200.

“Massport applauds JetBlue’s commitment to Boston,” said Massport CEO Thomas Glynn. “Their growth is remarkable since they started operations here 12 years ago with 30 employees. Today, the airline has more than 3,000 Boston-based crewmembers.”

In addition to the core JetBlue experience customers know and love – with the most legroom in coach, free unlimited snacks and soft drinks, free Fly-Fi high speed Internet, seatback entertainment and friendly service – JetBlue is also expanding its highly successful Mint experience for customers in Boston looking for a premium experience when traveling coast-to-coast and to the Caribbean.

With Mint, JetBlue re-imagined the outdated “business class” service offered by legacy carriers with lie-flat seating, curated food and amenities, and hospitality-trained inflight crewmembers – offered at an affordable price. JetBlue has made premium travel more accessible and opened a new market untapped by other carriers.

Every JetBlue flight between Boston and San Francisco (SFO) will offer Mint by September 21, 2016 and every flight between Boston and Los Angeles (LAX) will offer Mint by November 18, 2016.

As previously announced, JetBlue will offer six-times weekday service between LaGuardia Airport (LGA) and Boston starting on October 31, 2016. The airline will also offer two roundtrips on Saturdays and three roundtrips on Sundays. With the new route, JetBlue will operate flights between Boston and all three of New York City’s major airports, providing even more travel options for customers in both of the airline’s northeast focus cities.

JetBlue’s commitment to Boston extends well beyond it’s presence at Logan. JetBlue is a proud sponsor of the Boston Red Sox, the New England Patriots, the Boston Celtics, the Boston Bruins, the Boston Marathon and TD Garden. JetBlue has also taken part in numerous community service events in the greater Boston area.

**Schedule Between Boston (BOS) and Atlanta (ATL)
Starting March 30, 2017**

BOS – ATL Flight #397	ATL – BOS Flight #996
6:10 a.m. – 9:09 a.m.	7:00 a.m. – 9:30 a.m.
BOS – ATL Flight #1097	ATL – BOS Flight #396
8:30 a.m. – 11:30 a.m.	9:55 a.m. – 12:25 p.m.
BOS – ATL Flight #697	ATL – BOS Flight #404
1:10 p.m. – 4:10 p.m.	12:20 p.m. – 2:50 p.m.
BOS – ATL Flight #797	ATL – BOS Flight #696
4:00 – p.m. – 6:59 p.m.	4:55 p.m. – 7:35 p.m.
BOS – ATL Flight #997	ATL – BOS Flight #796
6:55 p.m. – 9:55 p.m.	7:45 p.m. – 10:20 p.m.

About JetBlue

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 97 cities in the U.S., Caribbean, and Latin America with an average of 925 daily flights. For more information please visit jetblue.com.

(a) BLUE fare shown. Fares include government taxes and fees and must be purchased by 09/08/2016 (the earlier of 11:59 PM ET or local) for flights between for flights between Boston, MA (BOS) and Atlanta, GA (ATL) on all days of the week between 03/30/2017– 05/02/2017. 14-day advance purchase 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. 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](#). Other restrictions apply.

(b) Fly-Fi is not available on flights operating outside of the continental U.S. For flights originating outside of the continental U.S., Fly-Fi will be available once the aircraft returns to the coverage area. Fly-Fi is available on most JetBlue-operated flights, with fleet-wide installation complete by the end of 2016.

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

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