

**JETBLUE ANNOUNCES TAMPA/ST. PETERSBURG  
- NYC "COUNT-UP TO TAKE-OFF" SALE  
- -- New Airline Offers 3 Round-Trips Daily  
on New 162-seat Airbus Jets --**

**For immediate release**

**New York, NY (March 9, 2000)** -- JetBlue Airways, which begins three daily nonstop flights from Tampa International Airport to New York's John F. Kennedy International Airport on March 16, announced today that it is commemorating its countdown to next Thursday's take-off with a special "Count-Up to Take-Off" Sale for greater Tampa/St. Petersburg area residents.

Beginning Friday, JetBlue will offer a special \$49 one-way fare for travel originating in Tampa. The "catch" is that this fare will only be available for purchase on Thursday, March 9 and Friday, March 10. After that, the fare will "count-up" by \$5 each day beginning Saturday March 11 until it reaches \$79 on the Thursday, March 16 "take-off" day. Sale fares are one-way based on a round trip travel which must originate in Tampa, with all travel to be completed by May 24. After March 16, JetBlue's regular one-way fares will be \$79 - \$99 with a fourteen day advance purchase requirement, \$119 - \$139 with a seven day advance purchase requirement, and \$159 with no -more- JetBlue Announcement March 9, 2000 Page Two advance purchase.

"While a lot of New Yorker's are visiting Florida this winter, we want to give residents of our newest destination a reason to visit our hometown of New York City" said David Neeleman, CEO of JetBlue. "They will also have the opportunity to experience for themselves our ongoing commitment, not only to everyday low fares, but also to bringing humanity back to air travel. And, the sooner they book the greater the bargain"

JetBlue began service on February 11 between JFK and Ft. Lauderdale and between JFK and Buffalo on February 17. The carrier also provides three daily round trips from JFK in each of these markets. Twice daily connecting service between Tampa/St. Petersburg and Buffalo is available, with 14-day advance purchase fares beginning as low as \$99.

By the end of 2000, JetBlue will take delivery of 10 aircraft and serve 10 cities from its JFK base. The airline expects to serve thirty cities in its first three years of service. In addition to the cities already announced, the company is considering service to: Atlanta; Boston; Canton/Akron, Charleston, SC; Charleston, WV; Charlotte; Chicago; Cincinnati; Cleveland; Columbia, SC; Columbus, OH; Dallas/Fort Worth; Dayton; Denver; Flint; Ft. Myers; Grand Rapids, MI; Greensboro, NC; Greenville/Spartanburg; Houston; Indianapolis; Jacksonville, FL; Louisville; Memphis; Milwaukee; Minneapolis/St Paul; Nashville; New Orleans; Norfolk; Orlando; Pittsburgh; Portland, ME; Raleigh/Durham; Richmond; Salt Lake City; Savannah; Washington, DC; and, West Palm Beach. Seats are available for purchase either online at [www.jetblue.com](http://www.jetblue.com) or through JetBlue reservations at 1 - 800 - JetBlue ( 1 - 800 - 538-2583) . \* All fares shown do not include Federal

Segment tax of \$2.50 per segment or Airport Passenger Facility Charges of up to \$6 one-way.

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