JetBlue Debuts New Puerto Rico Service

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NEW YORK, May 31, 2002 (BUSINESS WIRE) --

Low-Fare Airline Launches Three Daily Flights Between JFK and San Juan, With $99(a) Each Way Introductory Sale Fare; $94(a) Each Way When Booked on www.jetblue.com

JetBlue Airways (Nasdaq: JBLU) today inaugurated three daily flights between New York City's John F. Kennedy International Airport (JFK) and San Juan, Puerto Rico, with an introductory sale fare of just $99(a) each way ($94(a) each way if booked at www.jetblue.com).

This sale fare must be booked by June 5 for travel through June 27. A three-day advance purchase is required. Travelers should book early, as seats are limited. All fares, including sale fares, are discounted $5 each way if booked via JetBlue's web site, www.jetblue.com, by June 30.

"We're excited to be starting service to San Juan, which up until now was the single largest market from New York City without any nonstop competition," said Dave Barger, president and COO of JetBlue. "Now, New Yorkers and Puerto Ricans have a choice of carriers when they fly between the two cities."

JetBlue's regular low fares on the route range from $129(a) to $299(a) each way, which is up to 52% less than equivalent fares of other airlines serving the route nonstop from New York City. JetBlue will also offer convenient connecting service to San Juan from Buffalo and Rochester, NY, with fares ranging from $169(a) to $399(a) each way, and from LA/Long Beach, Oakland, CA, and Salt Lake City, UT, from $249(a) to $599(a) each way.

New York Governor George Pataki said: "In less than two years, JetBlue Airways has grown from an ambitious start-up airline to a major player in the aviation industry, providing a convenient, affordable transportation link throughout New York State and, now, to Puerto Rico. Today's inaugural flight symbolizes a welcome new service that will make it easier and less expensive for so many New Yorkers to travel to and from Puerto Rico to do business and visit loved ones. The strong ties that have long existed between the people of New York and Puerto Rico today have gotten a little stronger."

U.S. Senator Chuck Schumer said: "One of the most important issues facing the Puerto Rican community in New York is being able to get to San Juan and back without paying through the roof. When we asked JetBlue to begin serving San Juan, they came through. The next step is filling the seats so that we can convince JetBlue to add even more flights and more service to other countries in the Caribbean."

Puerto Rico Governor Sila Maria Calderon said: "The presence of JetBlue Airways in Puerto Rico is especially important as the airline has combined highly competitive fares with excellent service. Puerto Ricans who live on the island and visit their families in New York now have a reasonable option for travel which, without a doubt, will serve to reinforce the ties of family and friendship that exist between the two cities. Puerto Rico gives its warmest welcome to JetBlue Airways and wishes the airline the very best in its endeavours. JetBlue's success is our success."

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    The airline's daily schedule to San Juan is:
New York (JFK) to San Juan (SJU)        San Juan to New York
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Depart (EDT) - Arrive (AST)             Depart (AST) - Arrive (EDT)
7:00am - 10:55am                        12:10pm - 4:05pm
2:40pm - 6:35pm                         7:50pm - 11:45pm
9:05pm - 1:00am (next day)              2:15am - 6:10am
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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 six million passengers with a fleet of 25 new Airbus A320 aircraft. JetBlue is scheduled to take delivery of another 11 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, Tampa, Orlando, Fort Myers and West Palm Beach, FL; Buffalo, Rochester and Syracuse, NY; Long Beach, Ontario and Oakland, CA; Burlington, VT; New Orleans, LA; Denver, CO; Salt Lake City, UT; and Seattle, WA. From Washington DC, the airline serves Fort Lauderdale, FL, LA/Long Beach, CA, and Oakland, CA.

Starting September 6, JetBlue plans to add nine daily flights between Long Beach and Oakland. Beginning October 10, the airline is scheduled to add six daily flights between Long Beach and Las Vegas, one daily flight between Long Beach and Salt Lake City and a fifth daily flight between Long Beach and JFK.

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 June 30. For more information, schedules and fares, please visit www.jetblue.com or call JetBlue reservations at 1-800-JETBLUE (538-2583).

(a) Fares do not include Passenger Facility Charges of up to $9.00 each way, U.S. Departure Tax of $13.20 each way and September 11th Security Fee of up to $5.00 each way.
(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 rapidly changing industry and regulatory environment following recent terrorist attacks, 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.

CONTACT:

JetBlue Airways
Gareth Edmondson-Jones, 718/286-7941
gareth.edmondson-jones@jetblue.com
or
Fiona Morrisson, 718/286-7935
fiona.morrisson@jetblue.com

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