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NEW YORK, Jul 10, 2002 (BUSINESS WIRE) -- JetBlue Airways (Nasdaq: JBLU)

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-- Low-fare Airline Expects To Offer As Many As 42 Daily Departures
     From New York City To Five Florida Cities This Winter --
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JetBlue Airways (Nasdaq: JBLU), New York's low-fare airline, plans to add up to 19 flights from John F. Kennedy International Airport to its five Florida cities this winter, expanding the airline's Snowbird schedule to as many as 42 daily departures.

Last winter, JetBlue's Florida schedule from JFK peaked at 30 departures a day.

"JetBlue established itself as a leader in the New York City to Florida market last year with up to 30 daily departures," said David Neeleman, CEO of JetBlue. "This year, with a 40% increase in our winter Florida schedule, we've secured our position as New York's number one airline for Snowbirds."

From JFK this winter, JetBlue plans to operate up to 16 daily departures to Fort Lauderdale, nine to Orlando, eight to West Palm Beach, five to Tampa and four to Fort Myers. JetBlue's regular low fares between JFK and all five cities range from a 14-day advance purchase fare of $84(a) each way to a "walk up" fare of $229(a) each way. All fares are discounted a further $5 each way if booked on the airline's web site, www.jetblue.com, through August 31. JetBlue is currently selling Florida travel through April 30, 2003.

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 nearly seven million passengers. JetBlue operates a fleet of 27 new Airbus A320 aircraft and is scheduled to take delivery of another nine 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 and Oakland, CA and Ontario; 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.

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 August 31. 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 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 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.

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