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New York, Oct 10, 2002 (BUSINESS WIRE) --

Also From Long Beach, JetBlue Adds New Daily Service To Salt Lake City And A Fifth Daily Flight To New York's JFK

JetBlue Airways (Nasdaq: JBLU) adds new service today between LA/Long Beach and both Las Vegas, NV, and Salt Lake City, UT with introductory fares as low as $19(a) and $49(a) each way, respectively, if booked via www.jetblue.com.

JetBlue President Dave Barger hosted the inaugural flight to Las Vegas today, JetBlue's 20th U.S. destination, with a coterie of the city's showgirls. The airline also added a fifth daily flight between Long Beach and New York City's John F. Kennedy Airport today.

With the low-fare carrier's existing service from Long Beach to New York City, Washington, DC, and Oakland, CA, JetBlue today serves the three most popular routes from Southern California: the San Francisco Bay area, New York City and Las Vegas.(1)

For a limited time, JetBlue is offering introductory fares as low as $24(a) each way between Long Beach and Las Vegas, and from $54(a) between Long Beach and Salt Lake City for travel by December 17, 2002 with seven days advance purchase. These sale fares are discounted a further $5 each way if booked via www.jetblue.com by December 31.

Introductory fares for one-stop connecting service between Oakland and Las Vegas start at just $54(a) each way, with seven days advance purchase, for travel by December 17. Introductory fares for one-stop connecting service are also available from both New York/JFK and Washington/Dulles to Las Vegas, for a limited time, starting at $139(a) each way with a 14-day advance purchase, also for travel by December 17. These sale fares are also discounted a further $5 each way if booked via www.jetblue.com by December 31.

"Last year, we made a commitment to serve the people of Long Beach, Los Angeles and Southern California, with the friendliest crews, popular destinations at affordable fares, and the quietest aircraft," said Dave Barger, JetBlue's President. "As we commence service to our fourth and fifth destinations from Long Beach today, we recognize and toast the residents and aviation community here who have so warmly welcomed us."

JetBlue regular fares between Long Beach and Las Vegas range from $39(a) to $84(a) each way and, between Long Beach and Salt Lake City, the range is from $59(a) to $120(a) each way, if booked via www.jetblue.com by December 31. All the lowest fares on these new routes will require a 14-day advance purchase.

About JetBlue

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 eight million passengers and currently operates a fleet of 31 new Airbus A320 aircraft. JetBlue is scheduled to introduce into service another five 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; San Juan, PR; Burlington, VT; Denver, CO; New Orleans, LA; Salt Lake City, UT; and Seattle, WA. From Washington DC, the airline serves Fort Lauderdale, FL, LA/Long Beach, CA, and Oakland, CA.

This month, Conde Nast Traveler named JetBlue "Best Airline - Coach," for the second consecutive year, at the 2002 Business Travel Awards. Also, JetBlue has placed second in the Best Airline categories in Travel & Leisure magazine's 2002 World's Best Awards, Conde Nast Traveler's 2001 Readers' Choice Awards, and 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 December 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 $4.50 each way, Segment Fee of $6.00 each way, and September 11 Security Fee of $5 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.

(1) According to the Department of Transportation "Origin & Destination Passenger Survey" (Fourth Quarter 2001)

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