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NEW YORK, Nov 4, 2002 (BUSINESS WIRE) --

Introductory Fares Start at $99(a) Each Way on www.jetblue.com

JetBlue Airways (Nasdaq: JBLU) will add twice-daily flights between New York City's John F. Kennedy International Airport and Las Vegas, NV on January 7, 2003.

The low-fare carrier commenced service last month between Las Vegas and its west coast base at LA/Long Beach, CA.

To introduce the new route from JFK, JetBlue is offering an introductory sale fare of $99(a) each way, if booked at JetBlue's website, www.jetblue.com, or $104(a) each way at 1-800-JetBlue. For connecting service to Las Vegas from Buffalo, Rochester and Syracuse, NY, and Burlington, VT, the sale fare will start at $119(a) each way when booked at www.jetblue.com, or $124(a) each way at 1-800-JETBLUE. All sale fares, which require a 14-day advance purchase, must be booked by January 7 for travel through February 12. Customers are advised to book early as seats are limited.

"Las Vegas fans can now always bet on blue," said Dave Barger, JetBlue's president and COO. "With the addition of this new service from JFK, we're offering travelers from both coasts the opportunity to experience JetBlue's award-winning friendly service, complimentary DIRECTV, comfy leather seats and low fares as they head to America's favorite family destination."

JetBlue's regular low fares between JFK and Las Vegas will range from $139(a) and $299(a) each way. The airline will also offer convenient connecting service to Las Vegas from Buffalo, Rochester and Syracuse, NY, and Burlington, VT with regular fares ranging from $159(a) to $349(a) each way, and from San Juan, PR, from $249(a) to $599(a) each way. These fares are discounted a further $5 each way if booked at www.jetblue.com by December 31.

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JetBlue's daily schedule will be as follows:
New York (JFK) to Las Vegas, NV (LAS)     Las Vegas to New York
Depart - Arrive                           Depart - Arrive
8:30am - 11:00am                          9:50am - 5:50pm
6:50pm - 9:40pm                           10:35pm - 6:25am (next day)
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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 nearly nine million passengers and currently operates a fleet of 32 new Airbus A320 aircraft. JetBlue is scheduled to introduce into service another four 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. From LA/Long Beach, CA, JetBlue also serves Oakland CA, Las Vegas NV, and Salt Lake City, UT.

JetBlue was rated "Best Domestic Airline" at Conde Nast Traveler's 2002 Readers' Choice Awards, and "Best Airline - Coach," for the second consecutive year, at the magazine's 2002 Business Travel Awards. Also, JetBlue placed second in the Best Airline categories in Travel & Leisure magazine's 2002 World's Best Awards and 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) All sale fares require a 14-day advance purchase and must be booked by January 7, 2003 and are valid for travel which must be completed by February 12, 2003. Fares do not include Passenger Facility Charges of up to $9.00 each way, September 11th Security Fees of up to $5 each way and a Federal Segment Tax of $3 per segment. Fares between Las Vegas and San Juan 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 Fees 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.

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