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NEW YORK, Nov 4, 2002 (BUSINESS WIRE) -- JetBlue Airways (Nasdaq: JBLU), New York's "cheap chic" airline since its February 2000 debut at JFK, has claimed top honors as Best Domestic Airline in Conde Nast Traveler's 2002 Readers' Choice Awards which were held last night in Hawaii.

JetBlue's win marks the poll's first new top airline since 1995 when Midwest Express started its run of seven consecutive wins.

JetBlue topped the poll with a score of 73.8,(a) beating Midwest Express's score of 68.4. Third place went to Alaska Airlines with a score of 43.6. Other airlines on the list included American Airlines (38.9), Continental (37.8), Hawaiian (36.7), Horizon Air (36.5), United (35), National (33.3), and Delta (32).

JetBlue was also named "Best Airline - Coach" and "Best Value" in Conde Nast Traveler's 2002 Business Travel Awards published in October, 2002.

JetBlue's chief executive officer David Neeleman said, "Conde Nast Traveler readers are some of the world's most discriminating arbiters of stylish travel. We're especially honored to have topped the poll in only our second full year of service. I dedicate this most prestigious award to our 3,700 crewmembers across the country."

Tom Wallace, Conde Nast Traveler's editor-in-chief, said: "The Conde Nast Traveler Readers' Choice Poll is the largest and most reliable measurement of consumer opinion about travel properties and services around the world. Winning first place in this poll is inarguably the highest accolade any travel company can receive. That JetBlue has done it in only two years truly puts it in a class by itself."

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 also 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) Every year since 1988, a random sampling of Conde Nast Traveler subscribers have received the "Poll of Consumer Attitudes." The complete 2002 poll was divided into eight unique questionnaires; no single one contained the full complement of questions. Taken as a whole, the eight-part survey received 28,896 responses which were tabulated by Mediamark Research, Inc. Each candidate was rated, criteria by criteria, on a five-point scale: excellent, very good, good, fair, and poor. Final scores equal the percentage of excellent and very good marks: e.g., JetBlue's 73.8 means that 73.8 percent of the respondents judged JetBlue as excellent or very good for all six Domestic Route Airlines criteria.

(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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