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NEW YORK--(BUSINESS WIRE)--Nov. 19, 2002--

"Cheap Chic" Airline And Online Retailer Join To Promote

Handbag Sweepstakes: Bluefly Gives Away One Hermes Handbag

Each Week Until Christmas Eve

JetBlue Airways (Nasdaq: JBLU), New York's low-fare airline, has joined with Bluefly.com (NASDAQ SmallCap: BFLY), the online store for designer brands at discount prices, to promote Bluefly.com's online sweepstakes, in which the retailer is giving away one luxury Hermes Birkin or Kelly handbag each week until December 24.

JetBlue customers and fans of the highly coveted designer handbags can now enter the online sweepstakes at www.jetblue.com/traveldeals, as well as www.bluefly.com. Bluefly will give away a total of 12 bags between October 1 and December 24.

Toted by celebrities such as Madonna, Kate Moss and Naomi Campbell, and prominently featured in HBO's "Sex and the City" series last season, Hermes Birkin and Kelly handbags can retail for $4,000 to $80,000 each, depending on the leather or skin used. There is, however, a very long and difficult-to-access waiting list for both handbags. With their celebrity status, expensive price-tags and limited availability, the luxury handbags have become two of the most coveted fashion accessories in the world.

Legend has it the Birkin handbag was created in 1984 for British actress Jane Birkin, while the Kelly was named after Grace Kelly, the beautiful former model and stage actress who married Prince Ranier of Monaco in 1956.

Bluefly Sweepstakes Information

Entrants need not be Bluefly or JetBlue Airways customers to register. Winners will be selected and notified on a weekly basis. The Hermes name and trademarks are the property of Hermes. This sweepstakes is not sponsored by or affiliated with Hermes. The official rules of the sweepstakes are available at http://sweeps.bluefly.com. Please see the official rules for details of how to enter and restrictions that may apply. The sweepstakes can also be entered by mail by printing your name, address, day and evening phone numbers, e-mail address (if any), and Bluefly, Inc. on a 3"x5" piece of paper, and mailing it to "Bluefly Handbag Sweepstakes, c/o ePrize, LLC., PO Box 9052, Farmington Hills, MI 48333-9052, U.S.A."

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 carried more than nine million passengers. JetBlue operates a fleet of 32 new Airbus A320 aircraft and is scheduled to place 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.(a)

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; Burlington, VT; New Orleans, LA; Long Beach, Oakland and Ontario, CA; Las Vegas, NV, Denver, CO; Salt Lake City, UT; Seattle, WA; and San Juan, Puerto Rico. From Washington DC, the airline serves Fort Lauderdale, Long Beach and Oakland. JetBlue also serves Oakland, Las Vegas and Salt Lake City from Long Beach.

With JetBlue, all seats are assigned, all travel is ticketless, all fares are one-way, and a Saturday night stay is never required. To find out more about TrueBlue, the airline's customer loyalty program, log on to www.jetblue.com/trueblue. The airline is offering double TrueBlue points through June 30, 2003 and $5 each way off all fares booked through its website, www.jetblue.com, through December 31, 2002. For more information, schedules and fares, please visit www.jetblue.com or call JetBlue reservations at 1-800-JETBLUE (538-2583). (a) DIRECTV(R) service is not available on flights between New

York City and San Juan, Puerto Rico.

About Bluefly, Inc.

Bluefly, Inc. (NASDAQ SmallCap: BFLY) operates the world's first full service online store for designer fashion, offering products from more than 350 designers at discounts of up to 75%. With 24/7 access, a 90-day money back guarantee, and technology that displays real-time inventory, Bluefly makes off-price shopping easy and convenient. Bluefly is headquartered at 42 West 39th Street in New York City, in the heart of the Fashion District. For more information, please call 212-944-8000 or visit www.bluefly.com.

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 continually changing airline industry and regulatory environment following the recent terrorist attacks and threats, future terrorist attacks or fear of such attacks, our limited operating history, our ability to implement our growth strategy, our fixed obligations, our ability to implement our growth strategy, our ability to establish lines of credit or obtain financing from third parties, 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 the markets in which we operate, our reliance on third parties and sole suppliers, governmental regulation, our reliance on one type of aircraft and on automated systems, increases in maintenance costs, fuel prices, insurance premiums and purchase prices of aircraft, our failure to properly integrate LiveTV, the loss of key personnel and potential problems with our workforce including work stoppages 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.

This press release may include statements relating to Bluefly, Inc. that constitute "forward-looking" statements, usually containing the words "believe", "project", "expect", or similar expressions. These statements are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Forward-looking statements inherently involve risks and uncertainties that could cause actual results to differ materially from the forward-looking statements. The risks and uncertainties are detailed from time to time in reports filed by Bluefly, Inc. with the Securities and Exchange Commission, including Forms 8-A, 8-K, 10-Q, and 10-K. These risks and uncertainties include, but are not limited to the fact that risk that the rate of sign-up for this sweepstakes will decline; and that entrants in the sweepstakes will not be converted into customers.

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