ADVISORY/JetBlue to Launch Atlanta Service with a Song; Atlanta Band 'Cherish' Joins Low-Fare Carrier For Debut of Atlanta-LA/Long Beach Service

May 07, 2003

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     JetBlue Offers Introductory Fares Starting at $99* Each Way

   WHAT: JetBlue inaugurates the launch of three daily flights
         between Atlanta, GA and LA/Long Beach, CA, with low-fares,
         friendly service, and up to 24 channels of DIRECTV at every
         seat.

   WHO:  Atlanta stars "Cherish" will kick off a press conference
         with the Honorable Mayor Franklin, JetBlue president, Dave
         Barger, and airport and local government VIPs to mark the
         airline's inaugural Atlanta service.

   WHEN: 12:30pm, Thursday, May 8

  WHERE: Atrium, Main Terminal Building, Atlanta Hartsfield
         International Airport

  VISUALS:
  -- Cherish performance
  -- Tour of new JetBlue aircraft, featuring
  -- Christening ceremony with Mayor, Cherish and other local VIPs
  -- One-on-one interviews with Dave Barger, JetBlue President
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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 12 million passengers. JetBlue operates a fleet of 41 new Airbus A320 aircraft and is scheduled to place into service another 13 A320s by the end of 2003. All JetBlue aircraft feature roomy all-leather seats each equipped with free live satellite television, offering up to 24 channels of DIRECTV Programming at every seat.**

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

JetBlue is also scheduled to launch service between JFK and San Diego, CA, with two daily flights starting June 26 and July 14, respectively.

With JetBlue, all seats are assigned, all travel is ticketless, all fares are one-way, and a Saturday night stay is never required. For more information, schedules and fares, please visit www.jetblue.com or call JetBlue reservations at 1-800-JETBLUE (538-2583). This press release, as well as past press releases, can be found on www.jetblue.com.

*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

**DIRECTV(R) service is not available on flights between New York City and San Juan, Puerto Rico.

SOURCE: JetBlue

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