JetBlue Launches Service from LA/Long Beach to Atlanta, Ga and Fort Lauderdale, Fl; New Routes Will Be Sixth and Seventh Destinations Served from West Coast Base

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NEW YORK--(BUSINESS WIRE)--May 8, 2003--JetBlue Airways (NASDAQ: JBLU) inaugurates service to two additional cities from its west coast base at LA/Long Beach, CA, today with nonstop service to both Atlanta, GA, and Fort Lauderdale, FL.

JetBlue now serves Atlanta-Long Beach with three flights a day and offers a daily nonstop flight between Fort Lauderdale and Long Beach. The airline now also operates convenient connecting service to both Atlanta and Fort Lauderdale from both Oakland, CA, near San Francisco, and Las Vegas, NV, via Long Beach.

The low-fare carrier is offering an introductory sale fare of $104(a) each way for both new routes, or $99(a) each way if booked at www.jetblue.com. The sale fare requires a seven-day advance purchase, must be booked by May 30 and is valid for travel through June 25. Customers are encouraged to book early as seats are limited. The $99(a) sale fare will continue between Long Beach and Atlanta beyond May 30 but will require a 14-day advance purchase.

JetBlue's regular fares between Long Beach and Atlanta will range from $119(a) to $299(a) each way. Between Long Beach and Fort Lauderdale, ongoing fares will range from $139(a) to $299(a) each way. Regular fares for connecting service between Oakland and Atlanta will range from $129(a) to $349(a) each way and between Las Vegas and Atlanta from $119(a) to $349(a) each way. All fares are discounted $5 each way if booked via JetBlue's web site, www.jetblue.com, by June 30.

"JetBlue's new service from Atlanta to Long Beach is the first time in more than a decade that there has been competition on the Atlanta-LA route. We're thrilled to be bringing JetBlue's new planes, leather seats and DIRECTV at every seat to Atlanta today, our 21st city served in the nation," said Dave Barger, JetBlue's President and COO. "And our crews are looking forward to serving Atlanta. As our customers in LA/Long Beach and the Miami/Fort Lauderdale area know, we have the friendliest crews in the business."

The new nonstop service will complement the low-fare carrier's existing flights from Long Beach to New York City, Washington, D.C., Oakland, CA, Las Vegas, NV and Salt Lake City, UT.

Earlier this week, on May 1, JetBlue added a third daily service between Long Beach and Washington, DC. The airline will also add a seventh daily flight between Long Beach and New York/JFK starting June 26. Located just 20 miles south of LAX, Long Beach Airport offers convenient access to downtown LA as well as all the region's major attractions.

JetBlue's daily schedules between Long Beach and Atlanta will be as follows:

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Long Beach(LGB) to Atlanta(ATL)             Atlanta to Long Beach
-------------------------------------------------------------------
Depart - Arrive                               Depart - Arrive
7:00am - 2:00pm 7:05am - 8:55am 11:45am - 7:00pm 2:55pm - 4:45pm 9:50pm - 5:00am (next day)    7:55pm - 9:45pm
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JetBlue's daily schedule between Long Beach and Fort Lauderdale will be as follows:

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Long Beach(LGB) to Fort Lauderdale(FLL)  Fort Lauderdale to Long Beach
-------------------------------------------------------------------
Depart - Arrive                               Depart - Arrive
9:25pm - 5:30am (next day)                    7:00am - 9:20am
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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 carried more than 12 million passengers. JetBlue operates a fleet of 41 new Airbus A320 aircraft and is scheduled to place into service another 12 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.(b)

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.

(a) 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

(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 which represent our management's beliefs and assumptions concerning future events. Forward-looking statements involve risks, uncertainties and assumptions and are based on information currently available to us. Actual results may differ materially from those expressed in the forward looking statements due to many factors, including without limitation, the war in Iraq and potential hostilities in the Middle East or other regions, our ability to implement our growth strategy and our dependence on the New York market, our fixed obligations and our limited operating history, seasonal fluctuations in our operating results, increases in maintenance costs, fuel prices and interest rates, our competitive environment, our reliance on sole suppliers and one type of aircraft, government regulation, our failure to properly integrate LiveTV or enforce its patents, the loss of key personnel and potential problems with our workforce including work stoppages, and continuing changes in the airline industry following the September 11th terrorist attacks and the increased risk of future attacks. 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 Annual Report on Form 10-K. We undertake no obligation to update any forward-looking statements to reflect events or circumstances that may arise after the date of this

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