San Diego, Here We Come!; JetBlue Debuts Daily JFK to San Diego Service; Sale Fares Start at $119* Each Way; Low-Fare Carrier To Add Second Daily Flight Starting July 14

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NEW YORK--(BUSINESS WIRE)--June 26, 2003--JetBlue Airways (NASDAQ:JBLU), New York's low-fare airline, today inaugurated its first daily nonstop service between New York City's John F. Kennedy International Airport (JFK) and San Diego, CA. The low-fare carrier is scheduled to add a second daily flight on the route starting July 14.

JetBlue is offering an introductory sale fare between New York and San Diego of $124(*) each way, or $119(*) each way if booked at www.jetblue.com. Sale fares require a seven-day advance purchase and must be purchased by June 30 for travel through September 30. Seats are limited and customers are encouraged to book early to obtain sale fares. Regular fares range from $139(*) to $299(*) each way and all fares are discounted $5 each way if booked via JetBlue's web site, www.jetblue.com, by September 30.

"We're delighted to be bringing JetBlue's low fares and award-winning customer service to San Diego, especially for all our loyal local customers who've been making the trek up the coast to fly JetBlue out of Long Beach, CA," said David Neeleman, CEO of JetBlue Airways. "With this new nonstop service, San Diego becomes JetBlue's third Southern Californian destination served from JFK, after Long Beach and Ontario, CA, and the 22nd city on our growing route network."

JetBlue's daily schedules between JFK and San Diego will be as follows:

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New York (JFK) to San Diego (SAN)   San Diego to New York
Depart - Arrive                     Depart - Arrive
-------------------------------------------------------------------
8:25am - 11:30am (effective 7/14)   12:30pm - 8:40pm (effective 7/14)
6:10pm - 9:15pm (effective 6/26)    10:15pm - 6:25am (next day)
                                    (effective 6/26)
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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 14 million passengers. JetBlue operates a fleet of 44 new Airbus A320 aircraft and is scheduled to place into service another 9 A320s by the end of 2003. The airline recently placed an order for 100 Embraer 190 aircraft with options for an additional 100. The first Embraer 190 is scheduled to deliver in mid 2005. All JetBlue aircraft feature roomy all-leather seats each equipped with free live satellite television, offering up to 24 channels of DIRECTV(R) 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. From Long Beach, CA, the airline serves Atlanta, GA, Oakland, CA, Las Vegas, NV, Ft. Lauderdale, FL and Salt Lake City, UT.

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 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.

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, 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, government regulation, our failure to properly integrate LiveTV or enforce its patents, our ability to hire qualified personnel, 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, as well as potential problems with the certification, financing, delivery, performance and integration into service of the EMBRAER 190 aircraft and the CF34-10E engine. 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 release.

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