LiveTV's In-Flight Satellite TV to Debut Over Canada on WestJet; Wholly Owned Subsidiary of JetBlue Airways Enters into Agreement with Canadian Low-Fare Carrier

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NEW YORK, Jul 8, 2003 (BUSINESS WIRE) -- LiveTV, LLC, a wholly-owned subsidiary of JetBlue Airways Corporation, (NASDAQ: JBLU), today announced that it has entered into an agreement with WestJet (WJA.TO) to provide in-flight satellite television on the Canadian low-fare carrier's fleet.

This is the first time in-flight satellite TV has ever been available in Canada, following JetBlue's U.S. debut of the system in 2000.

Under the terms of the purchase and long-term services agreement, LiveTV will install and maintain their satellite receiving and distribution system equipment, enabling WestJet to receive Bell ExpressVu satellite programming at every seatback on its Boeing 737-700 aircraft. WestJet will purchase the seat equipment and monitors while the satellite receiving equipment and maintenance will be provided by LiveTV. This order is to equip 40 firm Boeing 737-700 aircraft with the option to install the system on future aircraft deliveries, as requested. Installation of the equipment on WestJet's existing fleet is scheduled to begin in the fourth quarter of 2003 and will be completed by the first quarter of 2004. The obligations of the parties under the agreement are subject to the satisfaction of specified conditions and, accordingly, there can be no assurance that the transaction will be completed. Additional terms of the agreement were not disclosed.

LiveTV and WestJet have also entered into a non-binding letter of intent with Bell ExpressVu under which Bell ExpressVu will provide satellite programming for which WestJet will pay a service fee.

"We're delighted to add WestJet to LiveTV's growing customer base," said Glenn Latta, vice president of LiveTV. "Our service will offer WestJet's guests in Canada the opportunity to experience a choice of real-time in-flight programming supported by advanced technology and proven reliability. We're proud to be the supplier of choice when low-cost airlines choose in-flight entertainment."

Clive Beddoe, WestJet's President and CEO, commented today: "We're excited to be able to bring Bell ExpressVu satellite programming to our guests. This entertainment system will serve to increase the comfort level of our guests as we continue to grow the airline, and in turn the length of our flights. Whether they're flying for business or pleasure, the entertainment package we have to offer will have something to suit everyone. In true WestJet fashion, we continue to offer innovative new products to our guests."

About LiveTV

LiveTV is an innovative provider of in-flight entertainment products and services such as DIRECTV (TM), Bell ExpressVu, XM Satellite Radio, wireless aircraft data link services, cabin surveillance systems and Internet services for commercial aircraft. The airline industry's only true real-time, at-home entertainment experience in the air, Live TV's satellite TV system includes individual seatback monitors, armrest mounted channel, brightness, and volume controls that allow passengers to select from 24 channels programming. LiveTV is a wholly owned subsidiary of JetBlue Airways Corporation (NASDAQ JBLU). For more information, visit LiveTV on the World Wide Web at www.livetvifs.com.

About WestJet Airlines

WestJet serves the 26 Canadian cities of Victoria, Comox, Vancouver, Abbotsford/Fraser Valley, Prince George, Kelowna, Calgary, Edmonton, Grande Prairie, Fort McMurray, Saskatoon, Regina, Winnipeg, Sudbury, Sault Ste. Marie, Thunder Bay, London, Ottawa, Hamilton, Toronto, Moncton, Halifax, Windsor, Montreal, St. John's and Gander. WestJet is publicly traded on the Toronto Stock Exchange under the symbol WJA.

About JetBlue

JetBlue is a low-fare, low-cost passenger airline, which provides high-quality customer service. JetBlue operates a fleet of 44 new Airbus A320 aircraft and is scheduled to place into service another nine 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 be delivered 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.(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; Long Beach, Oakland, Ontario, and San Diego, 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.

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(a) DIRECTV(R) service is not available on flights between New York
    City and San Juan, Puerto Rico.
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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 risks with the delivery, placing into service and integration into our operations of the EMBRAER 190 aircraft. 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.

SOURCE: JetBlue Airways Corporation


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