Uno, Dos, Tres!; JetBlue Launches 2nd Daily JFK-San Diego Flight and Announces 3rd Daily Starting September 3; Low-Fare Carrier Extends $119 Introductory Sale Fare

Jul 14, 2003

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NEW YORK--(BUSINESS WIRE)--July 14, 2003--JetBlue Airways (Nasdaq:JBLU) today launched its second daily nonstop service between New York City's John F. Kennedy International Airport (JFK) and San Diego, CA, and announced the addition of a third daily nonstop starting September 3. The low-fare carrier began service on the route on June 26.

JetBlue has extended its introductory sale fare between New York and San Diego of $124(a) each way, or $119(a) each way if booked at www.jetblue.com. Sale fares require a seven-day advance purchase and must be purchased by August 15, 2003 for travel between September 3 and completed by December 17, 2003. Seats are limited and customers are encouraged to book early to obtain sale fares. Regular fares range from $139(a) to $299(a) each way and all fares are discounted $5 each way if booked via JetBlue's web site, www.jetblue.com, by September 30.

"In just a few weeks, JFK to San Diego has proven to be one of JetBlue's fastest-growing new markets," said David Neeleman, CEO of JetBlue Airways. "Our goal is to continue adding new frequencies to meet demand wherever possible and there's no doubt that San Diegans and New Yorkers alike are eager for JetBlue's low fares, friendly service and great in-flight amenities."

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

New York (JFK) to San Diego (SAN)     San Diego to New York
Depart - Arrive                       Depart - Arrive
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8:25am-11:30am                        12:30pm-8:40pm
11:40am-2:45pm effective Sept. 3      3:45pm-11:55pm effective Sept. 3
6:10pm-9:15pm                         10:15pm-6:25am (next day)
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JetBlue is a low-fare, low-cost passenger airline, which provides high-quality customer service. JetBlue operates a fleet of 45 new Airbus A320 aircraft and is scheduled to place into service another eight 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(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, 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, Fort 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.

(a) Fares do not include Passenger Facility Charges of up to $9 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, 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.


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