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    NEW YORK--(BUSINESS WIRE)--July 21, 2003--

    New flights start from just $79(a) each way on www.jetblue.com
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JetBlue Airways (NASDAQ: JBLU) will add nonstop service between Atlanta, GA, and Oakland, CA, starting September 8, 2003. The airline already serves Long Beach, CA, near Los Angeles, from Atlanta. From Oakland, JetBlue serves New York/JFK, Washington/Dulles, and Long Beach nonstop.

The low-fare carrier is offering an introductory sale fare of $84(a) each way, or $79(a) each way if booked at www.jetblue.com. The sale fare requires a seven-day advance purchase, must be booked by August 15 and is valid for travel from September 8 through 30 on nonstop flights only. Customers are encouraged to book early as seats are limited.

JetBlue's regular fares between Oakland and Atlanta will range from $119(a) to $299(a) each way. All fares are discounted $5 each way if booked via JetBlue's web site, www.jetblue.com, by September 30, 2003.

"It's exciting to already announce a new destination from Atlanta, itself one of our newest destinations," said David Neeleman, JetBlue's Chairman and CEO. "And now JetBlue travelers in the San Francisco Bay area will have a fourth destination with nonstop service."

JetBlue's daily flights between Atlanta and Oakland will be as follows:

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 Atlanta (ATL) to Oakland (OAK)         Oakland to Atlanta
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Depart - Arrive                        Depart - Arrive
6:00am - 8:05am (effective 9/9)        10:40pm - 6:20am (next day)
                                       (effective 9/8)
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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 from 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; Long Beach, Oakland, Ontario, and San Diego, CA; Buffalo, Rochester and Syracuse, NY; 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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