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NEW YORK--(BUSINESS WIRE)--July 22, 2003--- JetBlue Airways (Nasdaq: JBLU) today announced the promotion of three of the low-fare carrier's current Vice Presidents to newly created Senior Vice President positions, and the appointment of a new Vice President of Inflight Experience.

Effective immediately, Tom Anderson has been promoted to Senior VP, Technical Operations and Aircraft Programs, Tim Claydon has been named Senior VP, Sales & Business Development, and Al Spain has been appointed Senior VP, Operations. In addition, Vicky Stennes has joined JetBlue in the newly created position of VP, Inflight Experience.

"This new structure significantly strengthens our already excellent management team," said David Neeleman, CEO and Chairman of JetBlue Airways. "With these promotions and a new leader for our inflight crew, we'll be able to effectively support JetBlue's continued growth and keep our focus squarely on the smooth day-to-day operation of our airline and on serving the needs of JetBlue's customers and crew members."

Tom Anderson, Senior VP, Technical Operations, will be responsible for JetBlue's growing technical operations, LiveTV business and aircraft programs, including the certification and integration of its new EMBRAER 190 fleet, the first of which will be delivered in 2005. Mr. Anderson joined the low-fare carrier's start-up team in 1999 as Director, Corporate Planning and Aircraft Programs, and was promoted to VP, Technical Operations and Aircraft Programs in 2001.

Tim Claydon, Senior VP, Sales & Business Development, will oversee JetBlue's Sales and Marketing, Revenue Management, Schedule Planning, Reservations and Information Technology departments. Mr. Claydon, who joined the low-fare carrier in early 2001, has managed the company's successful web booking strategy - JetBlue currently generates more than 70% of its sales through its web site, www.jetblue.com - and the launch in June 2002 of the airline's customer loyalty program, TrueBlue, which now has more than three-quarters of a million members.

Al Spain, Senior VP, Operations, will take charge of JetBlue's Flight Operations, Systems Operations, Inflight Service and JetBlue University, the airline's in-house training center. Mr. Spain was a member of JetBlue's start-up management team, joining the new airline in early 1999 as VP Flight Operations, and oversaw the selection and certification of the carrier's Airbus A320 fleet and initial pilot hiring program.

Vicky Stennes joins JetBlue in the new role of VP, Inflight Experience and will be responsible for all inflight service throughout the carrier's system. Before joining JetBlue, Ms Stennes spent 30 years with Delta Air Lines in a succession of inflight roles, most recently Managing Director, Inflight Customer Service. Ms. Stennes, who was selected after an extensive internal and external recruitment search, has relocated to New York City with her family to take up her new position with JetBlue.

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.(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; 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. JetBlue plans to add service between Atlanta and Oakland starting September 8.

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)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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