'Air' Guitar Thru the Night: JetBlue and VH1 Classic Present "Redeye Requests"

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60s, 70s & 80s Music Video Request Show is Programmed Exclusively By Low-Fare Carrier's Late Night Customers and Crew

NEW YORK, Jul 23, 2003 (BUSINESS WIRE) -- Low-fare carrier, JetBlue Airways (Nasdaq:JBLU) and 24-hour music video network VH1 Classic have partnered to create "RedEye Requests," a new classic music video request show just for customers on JetBlue's late night flights. Now travelers booking a 'redeye' or late night flight on JetBlue via www.jetblue.com can send in a request for their favorite classic 60s, 70s or 80s music video through the DIRECTV link on the airline's web site (www.jetblue.com/directv).

"Redeye Requests" airs between midnight and 5am every Monday. VH1 Classic is one of the 24 channels available on JetBlue's free live satellite television which features DIRECTV programming.

VH1 Classic screened a sneak preview of the new show on Monday, July 21, featuring music video requests from JetBlue crewmembers. Hot picks for the debut show included Abba's "Dancing Queen," Michael Jackson's "Billie Jean" and Weird Al Yankovic's "Like a Surgeon." JetBlue crew members picks will also be featured in upcoming shows. Upcoming episodes will also feature one crew request per program.

"You have to love this promotion. Only JetBlue and VH1 Classic could bring a music request show to the sky," said Amy Curtis, JetBlue's Vice President of Marketing. "And playing 'air guitar' doesn't prevent your fellow passengers from sleeping!"

"We have had a tremendous response from JetBlue customers who love to relax during a flight and watch VH1 Classic," said Eric Sherman, VH1 Classic General Manager. "JetBlue and VH1 Classic enjoy a great partnership and 'Redeye Requests' is a creative yet natural way for passengers to get even more involved with their in-flight enjoyment of the network."

Launched in May 2000, VH1 Classic is a 24-hour network that presents music videos, concerts and music specials featuring classic rock, soul and pop artists from the 60s, 70s and 80s. Featured artists include The Beatles, The Stones, Tina Turner, Led Zeppelin, Marvin Gaye, The Who, Stevie Wonder, The Police and many more.

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.**

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. On September 8, JetBlue will add daily service between Atlanta, GA and Oakland, CA.

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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(*) Fares do not include Passenger Facility Charges of up to $x
    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.
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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


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