JetBlue Caught with Its Fares Down!

Jul 30, 2003

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    NEW YORK--(BUSINESS WIRE)--July 30, 2003--

    -- Low-Fare Carrier Kicks off "SuperFly" Sale with Fares on All
  Nonstop Routes Starting from between $29(a) and $99(a) Each Way --
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JetBlue Airways (Nasdaq: JBLU) has dropped its fares for the airline's annual SuperFly September sale, putting every nonstop route, plus some connecting service, on sale at fares starting from between $29(a) and $99(a) each way when booked at www.jetblue.com.

From New York/JFK, JetBlue is offering sale fares to five cities in Florida starting from $59(a) each way and to eight cities in the west starting from $99(a) each way. From Long Beach, CA, sale fares to Las Vegas, NV and Oakland, CA start at $29(a) each way, to Salt Lake City, UT from $59(a) each way, to Atlanta, GA from $79(a) each way and to Fort Lauderdale, FL from $99(a) each way. From Washington, DC/Dulles, sale fares to Fort Lauderdale start at $59(a) each way and to either Long Beach or Oakland, CA from just $99(a) each way. From Upstate New York and Burlington, VT, sale fares to Florida start at just $69(a) each way. (See table below for complete details.)

"JetBlue customers have come to expect rock-bottom fares but, this fall, we'll offer fares under $100(a) in every single nonstop market we serve," said David Neeleman, JetBlue's Chairman and CEO. "Talk about getting caught with your fares down!"

These sale fares, which require a 14-day advance purchase, must be bought at www.jetblue.com by August 27. Travel at the sale fares is valid between September 3 and November 19 and also between December 3 and December 17. Customers should book early as seats are limited and may not be available on all flights. For an additional $5 each way, the sale fares can also be booked by calling 1-800-JETBLUE by August 27.

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New York/JFK to:
Buffalo, Rochester, Syracuse, NY; Burlington, VT        $39(a)
Fort Lauderdale, Orlando, Tampa, West Palm Beach,
Fort Myers, FL; New Orleans, LA                         $59(a)
San Juan, PR                                            $79(a)
Long Beach, Oakland, Ontario, San Diego, CA;
 Las Vegas, NV; Denver, CO; Seattle, WA; and
 Salt Lake City, UT                                     $99(a)

Washington DC/Dulles to:
Fort Lauderdale, FL                                     $59(a)
Long Beach, Oakland, CA                                 $99(a)

Buffalo, Rochester, Syracuse, NY; Burlington, VT to:
Fort Lauderdale, Orlando, Tampa, West Palm Beach,
 Ft. Myers, FL                                          $69(a)

Buffalo, Rochester, NY New Orleans, LA                                  $69(a)

(All service between Buffalo, Rochester, Syracuse, NY; Burlington, VT
and Florida or New Orleans is via New York/JFK.)

Long Beach, CA to:
Las Vegas, NV; Oakland, CA                              $29(a)
Salt Lake City, UT                                      $49(a)
Atlanta, GA                                             $79(a)
New York/JFK; DC/Dulles; Fort Lauderdale, FL            $99(a)

Oakland, CA to:
Long Beach, CA                                          $29(a)
Atlanta, GA                                             $79(a)
New York/JFK; DC/Dulles                                 $99(a)

Atlanta, GA to:
Long Beach, Oakland, CA                                 $79(a)
(non-stop service to Oakland begins September 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. 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.

(a) Fares do not include Passenger Facility Charges of up to $9 each way and a Federal Segment Tax of $3 per segment. San Juan, Puerto Rico fares do not include Passenger Facility Charges of up to $9 each way and a U.S. Departure Tax of $13.40 each way.

(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.

CONTACT: JetBlue Airways:
Gareth Edmondson-Jones, 718-709-3089
gareth.edmondson-jones@jetblue.com
OR
Fiona Morrisson
fiona.morrisson@jetblue.com, 718-709-3089

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