Making Labor Day Travel More Comfortable, One Flight at a Time; JetBlue Introduces Helpful ``Road Warrior'' Tips Card for Making Flights More Enjoyable

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Making Labor Day Travel More Comfortable, One Flight at a Time; JetBlue Introduces Helpful ``Road Warrior'' Tips Card for Making Flights More Enjoyable NEW YORK--(BUSINESS WIRE)--Aug. 29, 2003--Low-fare carrier JetBlue Airways (Nasdaq: JBLU) continues to make the world a better place for air travelers with the introduction of new, seatback etiquette cards offering fun, practical tips for making flying more enjoyable.

JetBlue's "Every Flight Wisdom" seatback guide features colorful illustrations with light-hearted yet meaningful suggestions that customers can adopt to be savvy, comfortable, nice and safe while in the air.

"In this busy, often stressful world, our "air-tiquette" card is a gentle reminder that it's the little things that count and make the world a better place for everyone," said David Neeleman, CEO of JetBlue. "The "Every Flight Wisdom" guide, along with our friendly crews, 24 channels of DIRECTV and all-leather seats, help make every JetBlue flight even more enjoyable."

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    Some of JetBlue's in-flight etiquette tips, include:

    --  Be Nice. Introduce yourself. Say "excuse me" and use your own
        seat to get up. Keep the aircraft clean.

    --  Be Savvy. Pack your own meal. Plug In. Enjoy DIRECTV. 24
        channels. 24 smiles.

    --  Be Comfortable. Stretch out. Relax. But be considerate of
        those around you.

    --  Be Safe. Pay attention. Buckle up. Try to keep your feet out
        of the aisle.
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The cards are now onboard all JetBlue flights, ahead of the busy Labor Day travel weekend.

JetBlue is a low-fare, low-cost passenger airline, which provides high-quality customer service. JetBlue operates a fleet of 46 new Airbus A320 aircraft and is scheduled to place into service another seven 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.

*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 and Quarterly Reports on Form 10-Q. We undertake no obligation to update any forward-looking statements to reflect events or circumstances that may arise after the date of this release.

Note: A photo is available at URL:
http://www.businesswire.com/cgi-bin/photo.cgi?pw.082903/bb4

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