Three for Three: JetBlue to Introduce Third Daily Flight Between New York City and Burlington, VT Starting November 2

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NEW YORK--(BUSINESS WIRE)--Sept. 9, 2003--JetBlue Airways (Nasdaq: JBLU)

New Flight To Launch With Sale Fares From Just $29(a) Each Way

JetBlue Airways (Nasdaq: JBLU), New York's low-fare carrier, today announced plans to add a third daily flight between New York City's John F. Kennedy International Airport and Burlington, VT starting November 2.

JetBlue will launch the third daily flight with a sale fare of $29(a) each way if booked at www.jetblue.com. The sale fare, which requires a 14-day advance purchase, must be booked by September 30 and is valid for travel through December 17 (fare not valid from November 20 through December 2). For an additional $5 each way, the sale fare can also be booked by calling 1-800-JETBLUE. Seats are limited and customers are encouraged to book early.

"Ever since we brought JetBlue's low fares and all-jet service to Burlington exactly three years ago - we launched the route on September 7, 2000 - we have been asked for a third flight, one that would allow for efficient day trips to New York City for shopping or business," said David Neeleman, CEO of JetBlue Airways. "Well, we are happy to finally expand our service in time for Vermonters to head to New York or to sunny Florida and California, and for New Yorkers to enjoy the slopes this coming ski season."

"JetBlue's third daily round trip flight between Burlington and New York is good news for Vermonters, and makes it even easier for visitors who want to come to the beautiful Green Mountain State for business or for leisure," said Senator Patrick Leahy. "I worked with the company and with state officials to help bring JetBlue to Vermont three years ago. Since then I have regularly met with JetBlue's top executives to make sure they understand the needs of Vermont's travelers and the importance of additional flights to Vermont's economy. As this news suggests, they've been good listeners."

"JetBlue adding more travel choices for Vermonters is a huge plus," said Senator Jim Jeffords. "More low-fare access to Vermont will bring direct economic benefits to our state."

"It is good news for Vermont that JetBlue is continuing to expand flights to Burlington Airport," said Congressman Bernie Sanders. "These new flights will be well received by Vermonters looking for more convenient travel and will provide an economic boost to the state."

"JetBlue's additional roundtrip flight from Burlington to New York City is a valuable addition to the state's transportation infrastructure and the service they provide is vital to job creation and economic growth," said Vermont Governor James Douglas. "The additional flight will allow business leaders to more easily access their customers, headquarters and markets and offer more visitors an opportunity to come and enjoy our beautiful state."

"I'm delighted by JetBlue's announcement of an early morning flight from Burlington to JFK and late evening service from New York to Burlington," said Burlington Mayor Peter Clavelle. "These flights will offer local travelers additional options for day trips to New York and for making connections at JetBlue's JFK base. This new service brings yet another boon to Burlington, area residents and our regional economy."

Starting November 2, JetBlue's new daily schedule between JFK and Burlington will be:

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New York City (JFK) to Burlington, VT (BTV)
Depart - Arrive

9:35am - 10:45am
3:15pm - 4:25pm
10:25pm - 11:35pm (except Sat) (effective 11/2)

Burlington to New York City (JFK)
Depart - Arrive

7:20am - 8:30am (Except Sun) (effective 11/3)
11:15am - 12:15pm
4:45pm - 5:45pm
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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.(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. From Atlanta, GA, JetBlue also serves both Long Beach 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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(a) Fares do not include Passenger Facility Charges of up to $4.50
    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.
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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 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.


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