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NEW YORK--(BUSINESS WIRE)--Sept. 9, 2003--

New Flight To Launch With Sale Fare Starting at Just $29(*) Each Way

JetBlue Airways (Nasdaq: JBLU), New York's low-fare carrier, plans to add a third daily service between New York City's John F. Kennedy International Airport and Syracuse, NY starting October 9.

JetBlue will launch the third daily flight with a sale fare of $29(*) 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.

"With this new daily flight, we'll not only offer even more convenient connections between Syracuse and JetBlue destinations around the country, including Florida and the West Coast, but we'll make it so much easier for Syracuse business travelers or shoppers to get the most out of a day trip to New York City," said David Neeleman, CEO of JetBlue Airways.

Governor George E. Pataki stated, "This is great news for New York and signifies JetBlue's commitment to provide low-fare, high-quality service to those who live in or visit the upstate region. We applaud JetBlue for its continuing commitment to New York, and for its initiatives to provide jobs and economic benefits for people who live in this state."

"JetBlue is adding more flights to Syracuse because New Yorkers have proven a basic law of economics: when you offer top-shelf service at an affordable price, people scoop it up," Senator Chuck Schumer said. "For three years now, JetBlue has helped bring reliable and affordable air service to upstate New York. I want to salute David Neeleman for recognizing a great business opportunity, for recognizing that upstate had been poorly served, and for filling the niche with a top quality service that has really made a difference here."

"I am so pleased that JetBlue is adding an early morning flight between New York City and Syracuse. For more than a year, I have worked closely with JetBlue and the business community of Syracuse to make this happen," Senator Hilary Clinton said. "I commend David Neeleman and JetBlue for their commitment to serving the many thousands of New Yorkers in communities throughout upstate who depend on the airlines for essential transportation links and economic development. One of the best ways to support the continued economic growth of communities in upstate New York is to provide an effective air transportation service and I thank JetBlue for doing their part to make that happen."

"I applaud JetBlue for responding to the air travel needs of Central New York by adding a third daily flight," said Congressman Jim Walsh. "JetBlue has proven itself to be a leader in affordable air travel, providing superior customer service on state-of-the-art jets. As JetBlue continues to grow its base here in Syracuse, we can only expect more affordable fares and added destinations."

Syracuse Mayor Matthew J. Driscoll said, "The addition of this flight is an advantage to the business and leisure traveler alike by allowing a one day round-trip journey from Syracuse to New York City. More importantly, it opens up destinations to the West by arriving at JFK International Airport in time to reach connecting flights. The flying public will directly benefit from this increased service."

Starting October 9, JetBlue's new daily schedule between JFK and Syracuse will be:

New York City (JFK) to Syracuse, NY (SYR)	Syracuse to New York City (JFK)
Depart - Arrive	Depart - Arrive
9:35am - 10:40am	6:00am - 7:20am (except Sun) (effective 10/10)
3:00pm - 4:10pm	11:15am - 12:15pm
10:35pm - 11:40pm (except Sat) (effective 10/9)	4:45pm - 5:45pm

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. 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.

(*)Fares do not include Passenger Facility Charges of up to $4.50 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.

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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