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NEW YORK--(BUSINESS WIRE)--Sept. 22, 2003--JetBlue Airways (NASDAQ: JBLU) has retained Deloitte & Touche to assist the airline in its analysis and continued development of its privacy policy following the airline's release of customer data to Torch Concepts, a contractor for the Department of Defense, for a project concerning military base security.

At the special request of the Department of Defense, the airline shared passenger itineraries but did not provide payment or credit card information to Torch Concepts. "The information given to Torch contained name, address and phone number, along with flight information, but absolutely no payment or credit card information," said David Neeleman, CEO of JetBlue Airways. "While this is a concern, we want to let our customers know that we are fully committed to their privacy and are working with the assistance of Deloitte & Touche to further develop our internal processes and procedures to address the protection of personally identifiable customer information."

Torch's outside legal counsel has confirmed to JetBlue that no identifiable customer data was released to any third party, including the Department of Defense or the Transportation Security Administration, and that all the data has been destroyed. JetBlue does not sell customer information to any third parties and the airline received no payment from Torch.

The airline also confirms that it will not be a test airline nor has it ever shared customer information for the TSA's CAPPS II program and will not do so unless required by law. While, in the interests of the safety and security of its customers, JetBlue had entered into discussions with the TSA regarding the CAPPS II program and had agreed initially to participate in its development, the airline decided against further participation unless federally mandated due to concerns for customer privacy and the uncertainty of the final structure of CAPPS II.

"We support the TSA and the important work they do to ensure the safety and security of all airline passengers but we decided not to be involved in CAPPS II testing given the unresolved issues regarding privacy protection," said David Neeleman, CEO of JetBlue Airways. "Along with other airlines, we look forward to continuing our partnership with the TSA to improve airline security while being respectful of customer privacy concerns."

JetBlue is a low-fare, low-cost passenger airline, which provides high-quality customer service. JetBlue operates a fleet of 47 new Airbus A320 aircraft and is scheduled to place into service another six 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 in 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.(a)

Based out of New York City's John F. Kennedy International Airport, JetBlue currently operates 184 flights a day and serves 22 destinations in 11 states and Puerto Rico. 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)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.

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