JetBlue Plans Boston Premiere of New Planes, More Legroom, Low Fares and 24 Channels of Free Inflight Satellite TV

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NEW YORK--(BUSINESS WIRE)--Sept. 30, 2003--

-- Low-fare Carrier Will Serve Fort Lauderdale, Tampa, Orlando, FL and

Denver, CO from Logan International Airport Starting January 2004 --

JetBlue Airways (NASDAQ: JBLU) is about to introduce Boston travelers to a different kind of low-fare airline -- with new planes, up to 24 channels of DIRECTV programming free at every comfy leather seat, and more legroom than other airlines -- when the carrier inaugurates service from Boston's Logan International Airport to Fort Lauderdale, Orlando and Tampa, FL and Denver, CO, in the new year.

By January 16, JetBlue plans to offer from Logan International three daily flights to Orlando, two daily flights to Tampa, and one daily flight each to Fort Lauderdale and Denver. Specifically, the airline will launch daily service to Orlando, Tampa and Denver starting January 7, with service to Orlando and Tampa expanding to twice daily on January 8. Starting January 16, JetBlue will increase its service between Boston and Orlando to three times daily and add a new daily flight between Boston and Fort Lauderdale.

JetBlue is offering an introductory sale fare between Boston and all three Florida cities of $79 (a) each way and between Boston and Denver of $99 (a) each way, when booked at JetBlue's website, www.jetblue.com. Sale fares require a seven-day advance purchase and are valid for travel through February 10, 2004. For an additional $5 each way, these sale fares can also be booked by calling 1-800-JETBLUE. Seats are limited and customers are encouraged to book early.

The airline's regular fares between Boston and Florida will range from $94 (a) to $224 (a) each way and between Boston and Denver from $115 (a) to $244 (a) each way if booked via www.jetblue.com. For an additional $5 each way, these regular fares can also be booked by calling 1-800-JETBLUE.

"Low fare doesn't have to be no-frills anymore," said David Neeleman, CEO of JetBlue Airways. "In the new year, JetBlue will liberate Bostonians from high fares and offer a unique travel experience with new planes with 34 inch seat pitch for most seats, free inflight satellite TV, and award-winning friendly service. We don't charge for snacks either - and you can have as many as you like."

"I welcome JetBlue to Boston and congratulate them on their decision to expand their first-rate service to Logan Airport," said Mitt Romney, Governor of Massachusetts. "JetBlue's entry into Boston means more local jobs, more economic activity for our state and more low-fare flying choices for Bay Staters."

"It is a special pleasure for Massport to welcome JetBlue, an airline that has made innovation, outstanding customer service and high value for the customer dollar their core principles," said Massport CEO Craig Coy. "JetBlue is a perfect fit for Logan Airport and will provide local travelers with more choices, more low-fares and more reason to choose Logan for their travel plans."

JetBlue's flight schedules will be:

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Boston (BOS) to Orlando (MCO)       Orlando to Boston
Depart      Arrive                  Depart      Arrive
6:45am      10:05am (eff. 1/8/04)   7:45am      10:40am (eff. 1/16/04)
2:25pm      5:45pm                  10:45am     1:40pm (eff. 1/8/04)
7:40pm      11:00pm (eff. 1/16/04)  5:25pm      8:20pm

Boston (BOS) to Tampa (TPA)         Tampa to Boston
Depart      Arrive                  Depart      Arrive
7:00am      10:30am (eff. 1/8/04)   11:10am     2:10pm (eff. 1/8/04)
2:50pm      6:20pm                  7:00pm      10:00pm

Boston (BOS) to Denver (DEN)        Denver to Boston
Depart      Arrive                  Depart      Arrive
9:40pm      12:15am                 11:55pm     5:35am (next day)


(Effective 1/16/04)
Boston (BOS) to Ft Lauderdale (FLL)    Ft Lauderdale to Boston
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Depart      Arrive                    Depart      Arrive
11:20am     3:00pm                    3:40pm      7:00pm
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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. (b)

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) Fares do not include Passenger Facility Charges of up to $9 each way, September 11th Security Fees of up to $5 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.

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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