JetBlue Debuts 'Blue Suede Shoes' Aircraft to Salute Elvis Presley on the Launch of 'ELVIS 2ND TO NONE' Album Release

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   NEW YORK--(BUSINESS WIRE)--Oct. 7, 2003--

  First 2,500 JetBlue Customers to Check-in Today at New York's JFK
     and LA's Long Beach Airports to Receive a Commemorative CD
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JetBlue Airways (NASDAQ: JBLU) will salute Elvis Presley, the King of Rock'n'Roll(R), today by unveiling one of its fleet of 47 new Airbus A320s with the name "Blue Suede Shoes."

The plane naming has been timed to coincide with today's release by BMG/RCA of the highly anticipated Elvis Presley album "ELVIS 2ND TO NONE," a compilation of number one singles, fan favorites and career milestones all mixed and mastered from the original master tapes. The album also includes a newly-found song "I'm a Roustabout" and the #1 "Rubberneckin'" remixed by DJ Paul Oakenfold.

"Elvis was an American original, truly second to none," says fan and JetBlue CEO David Neeleman. "And he remains an inspiration to new generations today. Dedicated to his fans worldwide, we honor his legacy with our new Airbus A320 named Blue Suede Shoes."

"JetBlue is a tremendously well-regarded brand and we are excited to partner with them," said Joe DiMuro, Executive Vice President, BMG Strategic Marketing Group. "Together, we look forward to bringing the music of Elvis Presley to the customers of this ever popular airline."

About JetBlue

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 186 flights a day and serves 22 destinations in 11 states and Puerto Rico and plans to commence service from Boston, Massachusetts beginning January 7, 2004. 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.

About BMG

BMG is the global music division of Bertelsmann AG, one of the world's leading media companies. BMG owns more than 200 record labels in 41 countries including Ariola, Arista Records, J Records, Jive Records, BMG Heritage, RCA Records and RCA Label Group - Nashville. BMG Strategic Marketing Group is a new fully integrated organization for the U.S. that brings together BMG Heritage, BMG Special Products, Strategic Marketing and Direct Response TV as well as key support services including Business Affairs, Finance and Music Licensing. This combined structure of the BMG Strategic Marketing Group offers tremendous benefit to BMG and its businesses by increasing coordination amongst various teams and business units responsible for all levels of exploitation, across product lines and across labels. For further information go to www.elvissecondtonone.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 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.100703/bb12

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