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    NEW YORK--(BUSINESS WIRE)--Oct. 23, 2003--

     Long Beach Will Be Low-Fare Carrier's Fifth Destination from
           Logan International Airport Starting January 2004
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JetBlue Airways (NASDAQ:JBLU) today announced that it will add twice daily service between Boston's Logan International Airport and Long Beach Municipal Airport, near Los Angeles, CA, starting January 16. Located just 20 miles south of LAX, Long Beach offers convenient access to downtown Los Angeles as well as all the region's major attractions.

The low-fare carrier is offering an introductory sale fare between Boston and Long Beach of $99(a) each way when booked at www.jetblue.com. The sale fare requires a seven-day advance purchase and is 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.

Last month, JetBlue announced plans to launch service between Boston and Fort Lauderdale, Orlando and Tampa, FL and Denver, CO in the new year. By January 17, the airline is now scheduled to serve Logan International with two daily flights to Long Beach, three daily flights to Orlando, two daily flights to Tampa, and one daily flight each to Fort Lauderdale and Denver.

"JetBlue and Long Beach are a combination that Bostonians are going to love," said David Neeleman, JetBlue's CEO. "With our low-fares, award-winning service, great inflight amenities - including 34 inch seat pitch for most seats and free inflight satellite TV - and Long Beach Airport's incredible simplicity and convenience, Boston travelers will find flying to the greater Los Angeles area has never been more affordable or enjoyable."

JetBlue's regular fares between Boston and Long Beach will range from $134(a) to $294(a) each way when booked at www.jetblue.com. For an additional $5 each way, these regular fares can also be booked by calling 1-800-JETBLUE.

JetBlue's flight schedule between Boston and Long Beach will be:

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Boston (BOS) to Long Beach, CA (LGB)       Long Beach to Boston
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Depart          Arrive                     Depart    Arrive

7:45am          11:25am (eff. 1/17)        8:10am    4:35pm
5:40pm          9:20pm                     9:00pm    5:25am (next day)
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JetBlue is a low-fare, low-cost passenger airline, which provides high-quality customer service. JetBlue operates a fleet of 48 new Airbus A320 aircraft and is scheduled to place into service another five 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 192 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.

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(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.
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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.

CONTACT: JetBlue Airways Corporation
Gareth Edmondson-Jones, 718-709-3089
gareth.edmondson-jones@jetblue.com
or
Fiona Morrisson, 718-709-3089
fiona.morrisson@jetblue.com

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