ADVISORY/JetBlue to Debut ``Just Plane Spooky'' Halloween Float in New York City's Annual Halloween Parade; Media Preview of Choreography Dress Rehearsal for the 25 ``Airplanes'' Entered

Oct 30, 2003

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--(BUSINESS WIRE)--

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WHAT:     JetBlue, the New York-based low-fare carrier, will
          preview its first-ever Halloween Parade entry for the
          media this afternoon -- 25 employees dressed up as
          airplanes -- as they are put through their dress
          rehearsal choreography

WHO:      25 JetBlue employees in plane costumes

WHEN:     2:30 p.m. - 3:30 p.m., Friday, October 31, 2003

WHERE:    Pier 25, off the West Side Highway at the end of North
          Moore St, Manhattan

CONTACT:  Gareth Edmondson-Jones, JetBlue Airways     646-734-2800
          JetBlue Press Office                        718-709-3089
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Background:

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.(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 and plans to commence service in January from Boston to Orlando, Tampa and Ft Lauderdale, FL, LA/Long Beach, CA, and Denver, CO. 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.

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         Gareth Edmondson-Jones, 646-734-2800
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SOURCE: JetBlue Airways
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