JetBlue Adds More Legroom across Fleet; Low-Fare Carrier Has Completed Fleet Reconfiguration Early Giving Most Customers 34 Inches of Seat Pitch

Nov 13, 2003

JetBlue Adds More Legroom across Fleet; Low-Fare Carrier Has Completed Fleet Reconfiguration Early Giving Most Customers 34 Inches of Seat Pitch NEW YORK--(BUSINESS WIRE)--Nov. 13, 2003--JetBlue Airways (NASDAQ: JBLU), New York's low-fare airline, has now completed removing a row of seats from each aircraft in its fleet, providing two inches more legroom for most customers and without changing its fare structure.

By taking out one row of seats throughout its fleet, the airline has extended seat pitch (the space from the back of one seat to the back of the seat behind it) to 34 inches on 65 percent of its seats, with the exception of nine rows near the front of the cabin which will remain at 32 inches.

With the new configuration, JetBlue's A320 aircraft will now comprise 156 seats, down from 162. The 102 seats in rows 1 and 10-26 now will have 34 inches of pitch while 54 seats in rows 2-10 will remain at 32 inches. Customers can check online at www.jetblue.com for more information and assistance in selecting their preferred seat choice.

"We've always offered an award-winning and very comfortable product but now we've figured out a way to give more customers even more room without changing our fare structure," said David Neeleman, JetBlue's Chairman and CEO. "This way about two-thirds of the aircraft will have 34 inches of pitch, making it the most generous legroom of any low-fare airline. Still, a lot of our customers prefer to sit in the front of the aircraft so, ultimately, we're asking customers to select the seat that's right for them. There's not a bad seat in the house."

JetBlue is a low-fare, low-cost passenger airline, which provides high-quality customer service. JetBlue operates a fleet of 49 new Airbus A320 aircraft and is scheduled to place into service another four A320s by the end of 2003. The airline recently won Conde Nast Traveler's coveted "Best US Airline" award in the magazine's annual Readers Choice Poll for the second consecutive year.

JetBlue 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.*

Based out of New York City's John F. Kennedy International Airport, JetBlue currently operates 194 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.

*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, the potential risks with the delivery, placing into service and integration into our operations of the EMBRAER 190 aircraft as well as the potential liability relating to our handling of customer data. 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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