ADVISORY/On One of the Year's Busiest Travel Days, JetBlue Invites Thanksgiving Customers at JFK to Take a Break from the Lines and Preview the New BMW X3

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--(BUSINESS WIRE)--JetBlue Airways (NASDAQ:JBLU) JetBlue crewmembers will hold Thanksgiving customers' place in line while they play the "BMW X3 Adventure" game and enter for a chance to win a BMW X3 or one of 20 roundtrip flights

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WHAT:   JetBlue, in partnership with BMW, will preview the new BMW
        X3 sports activity vehicle at JFK's Terminal 6 - and hold
        passengers' place in line while they play the new "BMW X3
        Adventure" and enter for a chance to win one of 20
        roundtrip flights on JetBlue

WHO:    David Neeleman, JetBlue CEO, and 25 JetBlue crewmembers

WHEN:   1:00 - 4:00pm, Wednesday, November 26, 2003

WHERE:  JFK International Airport, Terminal 6
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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 50 new Airbus A320 aircraft and is scheduled to place into service another three 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.*

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.

*DIRECTV(R) service is not available on flights between New York City and San Juan, Puerto Rico.

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SOURCE: JetBlue Airways

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