# JetBlue Has a New Sale for the New Year

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NEW YORK--(BUSINESS WIRE)--Jan. 5, 2004-- Low-fare Carrier Kicks Off "Happier New Year" Sale With Fares On Select Routes Starting Between $39* and $119* Each Way

JetBlue Airways (Nasdaq: JBLU) has lowered fares for the airline's Happier New Year sale, putting select routes on sale at fares starting between $39* and $119* each way when booked at www.jetblue.com.

From New York/JFK, JetBlue is offering sale fares to five cities in Florida starting from $69* each way and to eight cities in the west starting from $99* each way. From Long Beach, CA, sale fares to Oakland, CA start at $39* each way, and to Fort Lauderdale, FL, from $99* each way. From Washington, DC/Dulles, sale fares to Fort Lauderdale start at $65* each way and to either Long Beach or Oakland, CA from just $99* each way. From Upstate New York and Burlington, VT, sale fares to Florida start at just $79* each way. From JetBlue's newest city, Boston, MA, sale fares to Denver, CO, and either Orlando, Tampa or Fort Lauderdale, FL start at just $79* each way and to either Long Beach or Oakland, CA, from $99* each way. (See table for fare details.)

"We're starting the New Year with great low fares and adding Boston as the newest JetBlue city," said David Neeleman, JetBlue's Chairman and CEO. "Now, Bostonians can join other JetBlue customers across the country to take advantage of our low fares and high-quality service."

All sale fares, with the exception of travel between Long Beach and Oakland, CA, require a 7-day advance purchase, and must be bought at www.jetblue.com by January 31, 2004. Travel at the sale fares is valid through February 10, 2004. Sale fares for travel between Long Beach and Oakland, CA, require a 14-day advance purchase, and must be bought at www.jetblue.com by January 31, 2004. Travel at the sale fare between Long Beach and Oakland, CA, is valid through April 30, 2004. Customers should book early as seats are limited and may not be available on all flights. For an additional $5 each way, the sale fares can also be booked by calling 1-800-JETBLUE by January 31, 2004.

| New York/JFK to: | JetBlue.com Fare |
|---|---|
| Buffalo, Rochester, Syracuse, NY; Burlington, VT | $49* |
| Fort Lauderdale, Orlando, Tampa, West Palm Beach, FL | $69* |
| Fort Myers, FL; New Orleans, LA | $79* |
| San Juan, PR; Long Beach, Oakland, Ontario, San Diego, CA; Las Vegas, NV; Denver, CO; Seattle, WA; and Salt Lake City, UT; | $99* |

| Boston, MA to: | |
|---|---|
| Fort Lauderdale, Orlando, Tampa, FL; Denver, CO | $79* |
| Long Beach, Oakland, CA | $99* |

(All service between Boston, MA and Oakland, CA is via Long Beach, CA)

| Washington DC/Dulles to: | |
|---|---|
| Fort Lauderdale, FL | $65* |
| Long Beach, Oakland, CA | $99* |

| Buffalo, Rochester, Syracuse, NY; Burlington, VT to: | JetBlue.com Fare |
|---|---|
| Fort Lauderdale, Orlando, Tampa, West Palm Beach, Ft. Myers, FL; | $79* |
| New Orleans, LA | $79* |
| New York/JFK | $49* |

(All service between Buffalo, Rochester, Syracuse, NY; Burlington, VT and Florida or New Orleans is via New York/JFK.)

| Long Beach, CA to: | |
|---|---|
| Oakland, CA | $39* |
| New York/JFK; DC/Dulles; Fort Lauderdale, FL; Boston, MA | $99* |

| Oakland, CA to: | |
|---|---|
| Long Beach, CA | $39* |

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New York/JFK; DC/Dulles; Boston, MA                    $99*
Fort Lauderdale, FL                                    $119*

             (All service between Oakland and Boston and
                  Ft Lauderdale is via Long Beach.)
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JetBlue is a low-fare, low-cost passenger airline, which provides high-quality customer service. The airline operates a fleet of 53 new Airbus A320 and plans to add another 16 A320s to its fleet in 2004. Last year, JetBlue 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 214 flights a day and serves 21 destinations in 10 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.

* Fares reflect $5 discount only when booked at www.jetblue.com.Fares are as booked on www.jetblue.com and do not include Passenger Facility Charges of up to $9 each way and a Federal Segment Tax of $3.10 per segment. San Juan, Puerto Rico fares do not include Passenger Facility Charges of up to $9 each way and a U.S. Departure Tax of $13.40 each way;

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

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