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Low-fare Carrier to Launch Daily Flight to New York from California's Capital

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          with Introductory Sale Fare Starting at $99(*) Each Way
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NEW YORK, Jan. 6 /PRNewswire/ -- JetBlue Airways (Nasdaq: JBLU), New York City's low-fare carrier, today announced plans to launch daily nonstop redeye service between John F. Kennedy International Airport and Sacramento, CA, starting March 3, the first and only nonstop service between the two cities. Sacramento will be JetBlue's fifth California city served, joining LA/Long Beach, Oakland, San Diego and Ontario.

JetBlue is offering introductory sale fares between New York and Sacramento starting at $99(*) each way if booked at www.jetblue.com. Sale fares require a 7-day advance purchase and must be purchased by January 31, 2004 for travel through May 24, 2004. Seats are limited and customers are encouraged to book early to obtain sale fares. The airline's regular fares on the route will range from $139(*) to $299(*) each way if booked at the airline's website, www.jetblue.com.

"I applaud JetBlue for expanding their California presence to include Sacramento," said California Governor Arnold Schwarzenegger. "Their decision to connect the Capitol City and New York City offers greater opportunities for commerce and tourism in this vibrant part of our state. JetBlue's expansion is the latest sign that California is open for business, and that our state's economy is taking flight."

"Sacramento will soon be home to both the 'Terminator' and JetBlue, the 'low-fare liberator,'" said David Neeleman, CEO of JetBlue Airways. "JetBlue will bring travelers in California's capital not only low fares but a unique flying experience with new planes with 34-inch seat pitch for most seats, free inflight satellite TV, and award-winning friendly service."

"East Coast service has been our number one priority for a long time and we are very excited about having the inauguration of JFK service by such a well respected airline as JetBlue," said Muriel Johnson, Chair, Sacramento County Board of Supervisors. "Their high quality customer service is well known in the airline business and Sacramento County residents will soon be able to experience it for themselves firsthand."

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      New York City (JFK) to Sacramento (SMF)     Sacramento to New York City
      Depart      Arrive                          Depart    Arrive
      7:35pm      10:55pm                         11:55pm   7:55am (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 53 new Airbus A320 aircraft and plans to add another 16 A320s to its fleet in 2004. The airline has on order 100 EMBRAER 190 aircraft with options for an additional 100 with deliveries scheduled to begin 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.(**) JetBlue has been named "Best Domestic Airline" for the last two years by the readers of Conde Nast Traveler magazine.

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 commences service tomorrow from Boston to Denver, CO, Orlando and Tampa, FL and on January 16, to Fort Lauderdale, FL and LA/Long Beach, CA. 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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   (*)   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.
   (**)  DIRECTV(R) service is not available on flights between New York City
         and San Juan, Puerto Rico.


SOURCE  JetBlue
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