JetBlue Takes off from Boston

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NEW YORK--(BUSINESS WIRE)--Jan. 7, 2004--

Low-Fare Carrier Begins Service to LA/Long Beach, Denver, Orlando, Tampa and Fort Lauderdale; New Planes, Leather Seats and Free DIRECTV(R) at Every Seat(b)

JetBlue Airways (Nasdaq:JBLU) commences service from Boston's Logan International Airport today, the airline's 22nd city served, with new planes, up to 24 channels of DIRECTV(R)(b) programming free at every comfy leather seat, and more legroom than other airlines. The carrier starts service today to Denver, CO and Orlando and Tampa, FL and, on January 16, to LA/Long Beach, CA, and Fort Lauderdale, FL.

By January 30, JetBlue plans to offer from Logan International four daily flights to Orlando, two daily flights to LA/Long Beach, Tampa, and Fort Lauderdale, and one daily flight to Denver.

"Today's flight represents the start of what will be a long and productive partnership between the Commonwealth of Massachusetts and JetBlue," said Mitt Romney, Governor of Massachusetts. "My administration is 100 percent committed not only to bringing companies like JetBlue to Massachusetts, but also to fostering a business climate that will help them succeed over the long term."

"Low fare doesn't have to be no-frills anymore," said David Neeleman, CEO of JetBlue Airways. "In the new year, JetBlue will liberate Bostonians from high fares and offer a unique travel experience with new planes with 34-inch seat pitch for most seats, free in-flight satellite TV, and award-winning friendly service. We don't charge for snacks either -- and you can have as many as you like. Bostonians will also find our operational performance liberating as we have been an industry leader in completion factor, on-time arrivals and customer complaints, as measured by The Department of Transportation."

"JetBlue is raising the bar in the aviation industry with cutting edge customer service and value," said Massport CEO Craig Coy. "JetBlue's arrival in Boston means more options and more convenience for local travelers and one more reason why the New Logan is the right choice for travelers."

JetBlue is offering an introductory sale fare between Boston and Denver and all three Florida cities of $79(a) each way and between Boston and LA/Long Beach of $99(a) each way, when booked at JetBlue's Web site, www.jetblue.com. Sale fares require a seven-day advance purchase and are valid for travel through February 10, 2004. For an additional $5 each way, these sale fares can also be booked by calling 1-800-JETBLUE. Seats are limited and customers are encouraged to book early.

The airline's regular one-way fares between Boston and Florida will range from $94(a) to $224(a) each way and between Boston and Denver from $115(a) to $244(a) if booked via www.jetblue.com. Between Boston and Long Beach, regular one-way fares will range from $134(a) to $294(a) when booked at www.jetblue.com. For an additional $5 each way, fares can also be booked by calling 1-800-JETBLUE.

JetBlue's flight schedules will be:

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Boston (BOS) to Orlando (MCO)          Orlando to Boston

Depart - Arrive                        Depart - Arrive
6:45am - 10:05am (eff. 1/8/04)         7:45am - 10:40am (eff. 1/16/04)
11:10am - 2:30pm (eff 1/30/04)         10:45am - 1:40pm (eff. 1/8/04)
2:25pm - 5:45pm (eff 1/7/04)           3:10pm - 6:05pm (eff 1/30/04)
7:40pm - 11:00pm (eff. 1/16/04)        5:25pm - 8:20pm (eff 1/7/04)


Boston (BOS) to Tampa (TPA)            Tampa to Boston

Depart - Arrive                        Depart - Arrive
7:00am - 10:30am (eff. 1/8/04)         11:10am - 2:10pm (eff. 1/8/04)
2:50pm - 6:20pm (eff 1/7/04)           7:00pm - 10:00pm (eff 1/7/04)


Boston (BOS) to Denver (DEN)           Denver to Boston

Depart - Arrive                        Depart - Arrive
9:40pm - 12:15am (eff 1/7/04)          11:55pm - 5:35am (eff 1/7/04)


Boston (BOS) to Fort Lauderdale (FLL)  Fort Lauderdale to Boston

Depart - Arrive                        Depart - Arrive
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11:20am - 3:00pm (eff. 1/16/04)        7:10am - 10:30am (eff. 1/31/04)
7:10pm - 10:50pm (eff. 1/30/04)        3:40pm - 7:00pm (eff. 1/16/04)


Boston (BOS) to Long Beach, CA (LGB)   Long Beach to Boston

Depart - Arrive                        Depart - Arrive
7:45am - 11:25am (eff. 1/17/04)        8:10am - 4:35pm (eff. 1/16/04)
5:40pm - 9:20pm (eff. 1/16/04)         9:00pm - 5:25am (eff. 1/16/04)
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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.(b) 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 22 destinations in 11 states and Puerto Rico and plans to commence daily nonstop service on March 3 between New York's JFK and Sacramento, 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.

(a) Fares reflect $5 discount only when booked at www.jetblue.com. Fares do not include Passenger Facility Charges of up to $9 each way, September 11th Security Fees of up to $5 each way and a Federal Segment Tax of $3.10 per segment.

(b) 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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