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NEW YORK, Jan. 21, 2004 (PRIMEZONE) -- JetBlue Airways (Nasdaq:JBLU) has partnered with internationally recognized fatigue experts Alertness Solutions to develop and implement an Alertness Management Program (AMP) to educate its crewmembers about known fatigue factors in aviation operations.

Extensive research findings have shown that fatigue is an operational risk which can be effectively managed to enhance safety. Capitalizing on JetBlue's technology-rich culture and progressive training programs, crewmembers will be provided with educational modules, instructor-led training forums and an interactive online program. A broad range of alertness strategies will provide JetBlue crewmembers with scientifically validated approaches to manage the sleep and circadian (body clock) disruption associated with flight operations.

"This program will help us reduce risks associated with fatigue," said Dave Barger, JetBlue's President and COO. "Safety has always been our top priority and, with our collaboration with Alertness Solutions, we will be able to make the safe skies even safer."

In addition to providing educational strategies on alertness, JetBlue will also collect objective, scientific data during actual JetBlue flights using Alertness Metrics Technology (AMT). Alertness Solutions' AMT approach involves using non-intrusive devices (an actigraph and specially programmed PDA) to collect objective information on sleep quantity and quality, simple performance testing, and a log of daily activities.

"Alertness Solutions will use the scientific data obtained by monitoring JetBlue's operations to provide a safety benefit for the airline and its flying public," commented Dr. Mark R. Rosekind, Alertness Solutions President and Chief Scientist.

JetBlue is a low-fare, low-cost passenger airline, which provides high-quality customer service. JetBlue operates a fleet of 55 new Airbus A320 aircraft and plans to add another 14 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.(see Note) 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 with 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.

ABOUT ALERTNESS SOLUTIONS:

Alertness Solutions is an internationally recognized industry leader that specializes in translating knowledge of sleep, circadian factors, alertness, and performance into practical strategies that improve safety and productivity in our 24-hour society. Based in Cupertino, California, Alertness Solutions is headed by Dr. Mark Rosekind, a former NASA and award-winning scientist recognized for creating effective, real-world solutions based on his extensive scientific and applied expertise. For more information about Alertness Solutions and AMT, please visit www.alertness-solutions.com.

(Note) 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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