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NEW YORK, March 16, 2004 (PRIMEZONE) -- JetBlue Airways (Nasdaq:JBLU) today made check-in even easier for its customers with the launch of online flight check-in. Effective immediately, JetBlue customers will be able to print their boarding passes from the convenience of their home or office.

Online flight check-in is available to JetBlue customers holding a confirmed reservation and traveling with carry-on luggage only. Online flight check-in is available to customers up to 24 hours in advance of, but no less than 90 minutes prior to their scheduled departure time.

Last month, the carrier also unveiled at JFK International Airport, the first of more than 150 self-service check-in kiosks. These kiosks will be installed at airport locations coast-to-coast, which will allow customers with carry-on bags to check in, select or change their seat assignment and obtain a boarding pass. The kiosks were carefully designed by Antenna Design New York and IBM, to mirror the award-winning customer service experience JetBlue customers have come to expect when calling 800-JETBLUE or visiting one of the carrier's friendly airport customer service crewmembers.

"We're constantly focusing on ways to enhance the JetBlue customer experience," said Christian Rishel, JetBlue's Director of Interactive Marketing. "The addition of new airport kiosks and online flight check-in provides customers with more options so they can choose the check-in option that works best for them. Of course, our customers are always welcome to visit a friendly and professional JetBlue Customer Service crewmember to check-in and obtain their boarding pass."

Members of TrueBlue, JetBlue's flight gratitude program, may access online flight check-in from their TrueBlue account, although the feature is available to all customers by logging on to jetblue.com/checkin. Non-members of TrueBlue only need to provide their departure city and 6-digit booking confirmation to start the online check-in process. Multiple customers traveling on the same reservation, up to a group of ten, may also take advantage of online flight check-in.

Customers will then see all flight details, including current seat assignments. Customers who don't have a seat assignment, or those who would like to change their assignment, may visit the interactive seat selector to view and choose a seat assignment. Once seats have been selected, one final click will take them to a page allowing them to view and print their boarding passes.

JetBlue is a low-fare, low-cost passenger airline, which provides high-quality customer service. JetBlue operates a fleet of 57 new Airbus A320 aircraft and plans to add another 12 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 at New York City's John F. Kennedy International Airport, JetBlue currently operates 238 flights a day and serves 23 destinations in 11 states and Puerto Rico. JetBlue plans to commence new service from JFK to San Jose, CA, on June 10, JFK to Aguadilla, Puerto Rico on May 27, and has applied to the U.S. Department of Transportation for international route authority to serve both Santiago and Santo Domingo in the Dominican Republic, with proposed start dates of June 10 and June 17, respectively. 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.

(Note) DIRECTV(r) service is not available on flights between New York City and Puerto Rico or the Dominican Republic.

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, our extremely competitive industry, our ability to implement our growth strategy including the integration of the EMBRAER 190 aircraft into our operations, our significant fixed obligations and our reliance on high daily aircraft utilization, increases in maintenance costs, fuel prices and interest rates, our dependence on the New York market, seasonal fluctuations in our operating results, our reliance on sole suppliers, government regulation, the loss of key personnel and potential problems with our workforce, the potential liability associated with the handling of our customer data and future acts of terrorism or the threat of such acts or escalation of U.S. military involvement overseas. 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 2003 Annual Report on Form 10-K. We undertake no obligation to update any forward-looking statements to reflect events or circumstances that may arise after the date of this release.

The JetBlue logo is available at: http://media.primezone.com/prs/single/?pkgid=795

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