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NEW YORK, March 31, 2004 (PRIMEZONE) -- JetBlue Airways (Nasdaq:JBLU), New York's low-fare carrier, has teamed with Crunch Fitness International, the country's leading fitness and entertainment brand, to launch `Flying Pilates,' a program designed to bring fitness and inner peace to the skies.

A Crunch Fitness "Flying Pilates" card, created exclusively for JetBlue, is now available in the seatback pocket on all JetBlue flights, offering customers easy-to-assume Pilates core-strengthening moves to help make the flight more relaxing. The cards illustrate four Pilates moves, all of which can be achieved without leaving the comfort of JetBlue's roomy leather seats.

"The `Single Leg Stretch' is my personal favorite," said Amy Curtis-McIntyre, Vice President of Sales and Marketing for JetBlue. "Now that we've added two extra inches of legroom to over 65% of the seats on all our planes, stretching out and relaxing has never been easier."

"One of the best ways to relax is to exercise," said Candy Tree, Director of Marketing at Crunch Fitness. "Partnering with JetBlue to offer `Flying Pilates' is a natural progression to our popular inflight yoga cards. Crunch is sharing its expertise to help air travelers relax, entertain themselves and improve their overall travel experience."

To promote the "Flying Pilates" program, JetBlue and Crunch will host a relaxation lounge at the carrier's JFK Terminal 6 in early May. JetBlue customers will be able to experience a "Flying Pilates" demonstration, massages and gift bags -- all to encourage customers to relieve stress through exercise. JetBlue and Crunch Fitness will release specific details of this event in the following weeks.

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 100 EMBRAER 190 aircraft on order 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)

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. 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), 1-888-538-2583 if calling from Puerto Rico, or 1-801-365-2350 if calling from the Dominican Republic. This press release, as well as past press releases, can be found on www.jetblue.com.

About CRUNCH:

Crunch Fitness(tm) (www.crunch.com) is a bold and vibrant expression of fitness, fashion, music, entertainment and style. Based in New York City, Crunch is one of the premier brands of Bally Total Fitness (NYSE:BFT). With 28 locations in New York, Boston, Atlanta, Miami, Chicago, Los Angeles, San Francisco and Mission Viejo, Crunch has a philosophy of "no judgements" and an environment that warmly welcomes people from all walks of life, regardless of shape, size, sex or ability. Renowned for fusing fitness and entertainment, Crunch continually changes the way the world looks at exercise, creating programs like the Firefighter Workout, Cardio Striptease and Cycle Karaoke. The Crunch brand also incorporates original apparel and accessories for men and women, Crunch Magazine, chart-topping exercise videos, music compilation CDs and a lifestyle book series.

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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