JetBlue Kicks Off Springtime `Superfly' Sale: Fares On Nonstop and Connecting Routes Start From Between $39* and $129* Each Way

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NEW YORK, April 1, 2004 (PRIMEZONE) -- JetBlue Airways (Nasdaq:JBLU) has dropped its fares for springtime travel, putting nonstop routes, plus some connecting service, on sale at fares starting between $39* and $129* each way when booked at www.jetblue.com.

From New York/JFK, JetBlue is offering sale fares to Santiago and Santo Domingo in the Dominican Republic starting from $119* each way; Aguadilla and San Juan, Puerto Rico starting from $99* each way; five cities in Florida starting from $69* each way and to 10 cities in the west starting from $89* each way.

From Long Beach, CA, sale fares to Las Vegas, NV and Oakland, CA start at $39* each way; to Salt Lake City, UT from $69* each way; to Boston, MA from $99 each way and to Fort Lauderdale, FL from $99* each way.

From Washington, DC/Dulles, sale fares to Fort Lauderdale start at $59* each way and to either Long Beach, Oakland or Sacramento CA from just $99* each way.

From Upstate New York and Burlington, VT, sale fares to Florida start at just $79* each way; nine cities in the west start at just $99* each way; sale fares to Puerto Rico start at just $109* each way and fares to the Dominican Republic start at just $129* each way. (See table below for complete details.)

"JetBlue customers have come to expect the best service and the lowest fares in the industry," said David Neeleman, JetBlue's Chairman and CEO. "With these great fares, 24 channels of satellite television and an additional two inches of legroom for most customers, you'd be April-foolish not to fly with JetBlue."

These sale fares, which require either a 7-day or 14-day advance purchase, must be purchased by April 30. Sale fares are valid for travel through June 16. Sale fares to Aguadilla are valid for travel through June 30. Sale fares to the Dominican Republic require a 7-day advance purchase, must be purchased by May 31 and are valid for travel through June 30. Customers should book early as seats are limited and may not be available on all flights. For an additional $3 each way, the sale fares can also be booked by calling 1-800-JETBLUE (538-2583), or 1-888-538-2583 if calling from Puerto Rico. Customers calling from the Dominican Republic may dial 1-801-365-2350.

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New York/JFK to:
  Buffalo, Rochester, Syracuse, NY; Burlington, VT       $49*
  Fort Lauderdale, Orlando, Tampa
  West Palm Beach, Fort Myers, FL; New Orleans, LA       $69*
  Denver, CO                                             $89*
  Long Beach, Oakland, Ontario, San Diego, San Jose,
  Sacramento, CA; Las Vegas, NV; Seattle, WA;
  and Salt Lake City, UT;                                $99*
  (Service to San Jose begins June 10)
  Aguadilla, San Juan, PR                                $99*
  (Service to Aguadilla begins May 28)
  Santiago, Santo Domingo, Dominican Republic           $119*
  (Service to Santiago begins June 10;
  Service to Santo Domingo begins June 17)**

Washington DC/Dulles to:
  Fort Lauderdale, FL                                    $59*
  Long Beach, Oakland, Sacramento, CA                    $99*
  (Service to Sacramento begins May 4)

Buffalo, Rochester, Syracuse, NY; Burlington, VT to:
  Fort Lauderdale, Orlando, Tampa, West Palm Beach,
  Ft. Myers, FL; New Orleans, LA                         $79*
  Aguadilla, San Juan, Puerto Rico                      $109*
  (Service to Aguadilla begins May 28)
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  Santiago, Santo Domingo, Dominican Republic           $129*
  (Service to Santiago begins June 10;
  Service to Santo Domingo begins June 17)**

Buffalo, Rochester, NY to:
  Long Beach, Oakland, Ontario, San Diego,
  San Jose, Sacramento, CA; Seattle, WA;
  Salt Lake City, UT; Denver, CO; Las Vegas, NV         $99*
  (Service to Sacramento begins May 4)

Burlington, VT; Syracuse, NY to:
  Long Beach, Oakland, Ontario, San Diego,
  San Jose, Sacramento, CA; Seattle, WA;
  Salt Lake City, UT; Denver, CO; Las Vegas, NV        $109*
  (Service to Sacramento begins May 4)
  (All service between Buffalo, Rochester,
  Syracuse, NY; Burlington, VT and Florida,
  California, New Orleans, Denver, Salt Lake City,
  Puerto Rico and the Dominican Republic
  is via New York/JFK.)

Long Beach, CA to:
  Las Vegas, NV; Oakland, CA                            $39*
  Salt Lake City, UT                                    $69*
  New York/JFK; DC/Dulles; Fort Lauderdale, FL;
  Boston, MA                                            $99*

Boston, MA to:
  Fort Lauderdale, Orlando, Tampa, FL                   $59*
  Denver, CO                                            $79*
  Long Beach, Oakland, CA                               $99*

Fort Lauderdale, FL to:
  Boston, MA; DC/Dulles                                 $59*
  New York/JFK                                          $69*
  Long Beach, CA                                        $99*
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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.**

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 between Boston, MA and Oakland, CA and between Washington, D.C. and Sacramento, CA on May 4, between JFK and San Jose, CA, on June 10, between JFK and Aguadilla, Puerto Rico on May 28, and between JFK and Santiago and Santo Domingo, Dominican Republic on 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), 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.

* Dominican Republic service is subject to receipt of government operating authority. Fares do not include Passenger Facility Charges of up to $9.00 each way, September 11th Security Fees of up to $5.00 each way and a Federal Segment Tax of $3.10 per segment. Puerto Rico and Dominican Republic fares do not include Passenger Facility Charges of up to $9.00 each way, U.S. Departure Tax of $13.70 each way and September 11th Security Fees of up to $5.00 each way. Dominican Republic fares also do not include U.S. APHIS and Immigration Fees of up to $10.10, Airport Authority and Infrastructure Fees of up to $22.45 each way and Airport Departure Tax of up to $20.00. Fares for travel originating from or purchased in the Dominican Republic will range from $133 to $335 each way.

** 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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