JetBlue Shows the Way to San Jose: Low-fare Carrier Launches Daily Nonstop Service Between New York and San Jose, California

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NEW YORK , June 10, 2004 (PRIMEZONE) -- JetBlue Airways (Nasdaq:JBLU) will add more coast-to-coast service today with a daily flight between San Jose, CA and New York City's John F. Kennedy International Airport.

JetBlue's new route is currently being offered with a sale fare of $99(see Note 1) each way, when booked at JetBlue's website, www.jetblue.com. The sale fare, which requires a 7-day advance purchase, must be purchased by June 17 and is valid for travel through June 30. For an additional $3 each way, this sale fare can also be booked by calling 1-800-JETBLUE. Seats are limited and customers are encouraged to book early.

"San Jose will be the sixth California city served by JetBlue," said Dave Barger, President and COO of JetBlue Airways. "We're excited to provide our customers with even more options for experiencing JetBlue's low fares, free DIRECTV(r) programming, leather seats, and the incredible customer service that creates the JetBlue experience."

"We look forward to a long and successful partnership with JetBlue in San Jose that will bring many benefits to our businesses and residents," said San Jose Mayor Ron Gonzales. "JetBlue understands the critical importance of Silicon Valley to the nation's economy, and we are confident their expansion in San Jose will strengthen the competitive advantage for both of us."

The airline's regular one-way fares on this new route will range from $136(see Note 1) to $296(see Note 1) each way if booked via www.jetblue.com. For an additional $3 each way, fares can also be booked by calling 1-800-JETBLUE.

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JetBlue's flight schedule is:

New York (JFK) to San Jose (SJC)     San Jose to New York
Depart - Arrive                      Depart - Arrive
5:30pm - 8:45pm (eff. 6/10/04)       9:45pm - 6:00am (eff. 6/10/04)
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JetBlue is a low-fare, low-cost passenger airline, which provides high-quality customer service. JetBlue operates a fleet of 60 new Airbus A320 aircraft and plans to add another nine A320s to its fleet in 2004. The airline has 100 Embraer E190 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 2)

Based at New York City's John F. Kennedy International Airport, JetBlue currently operates 246 flights a day and serves 26 destinations in 11 states, Puerto Rico and the Dominican Republic. JetBlue also plans to initiate service between JFK and Santo Domingo, Dominican Republic on June 17. 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 1-888-751-2241 if calling from the Dominican Republic. This press release, as well as past press releases, can be found on www.jetblue.com.

Note 1: 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.

Note 2: 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 E190 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 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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