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NEW YORK, July 12, 2004 (PRIMEZONE) -- JetBlue Airways (Nasdaq:JBLU) today announced new daily service to Phoenix, AZ from New York's John F. Kennedy International airport. Phoenix will become JetBlue's 29th destination when the carrier commences service on October 1, 2004.

JetBlue will offer an introductory sale fare between JFK and Phoenix of $99* one way, and $119* one way between Phoenix and Buffalo, Rochester and Syracuse, NY, and Burlington, VT, when booked at JetBlue's website, www.jetblue.com. The sale fares, which require a 14-day advance purchase, must be purchased by July 29, 2004 and are valid for travel from October 1 through December 15, 2004. This sale fare is not valid from November 23 through November 29. For an additional $3 each way, these sale fares can also be booked by calling 1-800-JETBLUE. Seats are limited and customers are encouraged to book early.

"The city of Phoenix is currently celebrating its 75th year of providing world-class hospitality to its guests," said David Neeleman, JetBlue's CEO. "We're very excited that Arizona residents and Phoenix-bound customers will soon have the opportunity to experience JetBlue's award-winning customer service and hospitality as well as extra legroom and up to 24 channels of free DIRECTV(r) programming at every seat."

"I applaud JetBlue's decision to give Arizonans greater choice and increased competition in air fares by adding the New York-Phoenix route to their schedule," said John McCain, United States Senator from Arizona. "With JetBlue's history of low-fare travel, residents of Arizona will enjoy increased travel options to the Northeast and visitors from the New York area will have more incentive to visit the great state of Arizona."

"I applaud JetBlue's decision to bring its air service to Arizona," said Arizona Governor Janet Napolitano. "Whether flying for business or leisure, New Yorkers and Arizonans now have another choice for air travel between each others' communities."

"As Phoenix continues to grow, so does Phoenix Sky Harbor International Airport," said Phoenix Mayor Phil Gordon. "With the fifth busiest airport in the world, and hub to two successful airlines, we are pleased to welcome JetBlue to Phoenix."

The airline's regular one-way fares between JFK and Phoenix will range from $136* to $296* one way if booked via www.jetblue.com. For an additional $3 each way, fares can also be booked by calling 1-800-JETBLUE.

JetBlue's flight schedules will be:

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New York (JFK) to Phoenix (PHX)       Phoenix to New York
Depart -- Arrive                      Depart -- Arrive
9:25pm -- 11:45pm (eff. 10/1/04)      12:45am -- 8:20am (eff. 10/2/04)
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JetBlue is a low-fare, low-cost passenger airline, which provides high-quality customer service. JetBlue operates a fleet of 61 new Airbus A320 aircraft and plans to add another eight 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.**

Based at New York City's John F. Kennedy International Airport, JetBlue currently operates 258 flights a day and serves 27 destinations in 11 states, Puerto Rico and the Dominican Republic. JetBlue plans to commence service between New York's LaGuardia Airport and Fort Lauderdale on September 17, 2004. 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.

* Sale fare reflects $3 online discount only when booked at www.jetblue.com. 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.

** 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.

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

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