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NEW YORK, July 13, 2004 (PRIMEZONE) -- JetBlue Airways (Nasdaq:JBLU) is kicking off Fall travel by putting one million seats on sale with fares up to 50% less than regular fares.

"This is our way of saying 'Thanks a million' to the 25 million customers we've served over the last four and a half years," said David Neeleman, JetBlue's Chairman and CEO. "With one-way fares starting from $29* from Long Beach and $49* from New York, Washington, Boston and Florida, customers can really experience our gratitude throughout the Fall."

JetBlue has never had lower fares between the northeast and Florida, starting from $49* one way from New York's John F. Kennedy to Fort Lauderdale, Fort Myers, Orlando, Tampa and West Palm Beach; from NY/LaGuardia*** and Washington/Dulles to Fort Lauderdale; and from Boston/Logan to Fort Lauderdale, Fort Myers, Orlando, and Tampa. Florida fares from Buffalo, Rochester and Syracuse, NY, and from Burlington, VT start at $59* one way.

Caribbean service from New York starts from just $69* one way, from JFK to San Juan and Aguadilla, Puerto Rico, and to Santiago and Santo Domingo, in the Dominican Republic. (Fares from the Dominican Republic start at $78* with the inclusion of value-added tax.)

Coast to coast fares start from $99* one way from JFK to California's LA/Long Beach, Oakland, Ontario, Sacramento, San Diego, and San Jose; from Washington/Dulles to Long Beach, Oakland and Sacramento; and from Boston/Logan to Long Beach and Oakland.

Sale fares between Long Beach and Las Vegas, NV start at $29* one way, between Long Beach and Oakland start at $39* one way and between Long Beach and Salt Lake City, UT from $59* one way.

JetBlue announced yesterday that it plans daily service between JFK and Phoenix, AZ starting October 1, 2004, which will also be offered on sale from $99* one way.

These sale fares, which require a 14-day advance purchase, must be bought at www.jetblue.com by July 29 for travel between September 7 and December 15, 2004. Sale fare travel is not permitted during blackout dates between November 23 and 29, 2004. Customers should book early as seats 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.

JetBlue's Million Seat Sale Fares:

New York/JFK to:	
Fort Lauderdale, Fort Myers, Orlando, Tampa, & West Palm Beach; New Orleans	$49*
San Juan & Aguadilla, Puerto Rico; Santiago & Santo Domingo, Dominican Republic	$69*
Denver	$89*
Las Vegas, Long Beach, Oakland, Ontario, Phoenix, Sacramento, Salt Lake City, San Diego, San Jose & Seattle	$99*
New York/LGA*** to:	
Fort Lauderdale	$49*
Buffalo, Rochester, Syracuse & Burlington to:	
Fort Lauderdale, Fort Myers, New Orleans, Orlando, Tampa, & West Palm Beach	$59*
Washington/Dulles to:	
Fort Lauderdale	$49*
Long Beach, Oakland & Sacramento	$99*

Boston/Logan to:	
Fort Lauderdale, Fort Myers, Tampa & Orlando	$49*
Denver	$89*
Long Beach & Oakland	$99*
Fort Lauderdale to:	
New York, Boston and Washington	$49*
Long Beach	$89*
Fort Myers, Orlando, and Tampa to:	
New York & Boston	$49*
West Palm Beach to:	
New York	$49*
Denver to:	
New York & Boston	$89*
Long Beach to:	
Las Vegas	$29*
Oakland	$39*
Salt Lake City	$59*
Fort Lauderdale	$89*
New York, Washington & Boston	$99*
Oakland to:	
Long Beach	$39*
New York, Washington & Boston	$99*

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 August, 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. The airline plans daily service between New York's LaGuardia Airport and Fort Lauderdale, FL, starting September 17, 2004 and between JFK and Phoenix, AZ, starting October 1, 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 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 each way, U.S. Departure Tax of $13.70 each way and September 11th Security Fees of up to $5 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. All taxes and fees must be paid at the time of purchase. Passengers traveling to or from the Dominican Republic need to provide all necessary documents (e.g. valid passport, visa where applicable) at the time of departure. JetBlue reserves the right to deny boarding to passengers without the proper documentation.

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

*** Service from New York's LaGuardia airport commences September 17, 2004.

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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