Photo Release -- JetBlue Expands Onboard TV Line-Up to Offer Up to 36 Channels of DIRECTV Programming, Free at Every Seat: New Channels offer Best in Music, Comedy and Movies, Live via Satellite

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NEW YORK, Sept. 16, 2004 (PRIMEZONE) -- JetBlue Airways (Nasdaq:JBLU) is adding more choice to its award-winning in-flight entertainment onboard -- more channels of crystal-clear digital DIRECTV(r) programming (see Note 1) live at every seat and free of charge for all customers.

A photo accompanying this release is available at http://www.primezone.com/newsroom/prs/?pkgid=1218

With the addition this month of Bravo, Comedy Central, Fox Movie Channel, Fox News Channel, FX, Hallmark Channel, MTV, National Geographic Channel, SciFi, and USA Network, JetBlue will now offer up to 36 channels of satellite television at every seat. The expanded line-up is currently available on 17 of JetBlue's aircraft and the airline expects to offer it across its entire fleet this winter.

JetBlue was the first airline to debut in-seat satellite television for its customers and remains the only carrier to offer up to 36 channels of DIRECTV(r) programming (see Note 1) free at every seat. Visit www.jetblue.com/directv for more information.

"JetBlue has always been proud to offer travelers more options and our in-flight entertainment is no exception," said David Neeleman, JetBlue's CEO. "With up to 36 channels of satellite TV on offer, our customers will feel like they're at home in the air, selecting from the best of news, sports, comedy, music and movies."

"By expanding the number and variety of channels of DIRECTV(r) programming, JetBlue has taken an already unparalleled in-flight entertainment experience to a new level," said Stephanie Campbell, executive vice president, Programming, DIRECTV, Inc. "The announcement today underscores the commitment of DIRECTV(r) and JetBlue to offer the best in customer satisfaction and service."

With the new additions, JetBlue's new line-up of DIRECTV(r) programming now comprises:

- A&E
- Boomerang
- CNBC
- Court TV
- ESPN
- ESPN Classic
- Food Network
- Fox News Channel
- GSN, the Network for Games
- CNN Headline News
- HGTV
- MTV
- NBC
- Sci Fi Channel
- The Learning Channel
- TV Land
- VH1 Classic
- Animal Planet
- Bravo
- Comedy Central
- Discovery Channel
- ESPN 2
- ESPN News
- Fox Movie Channel
- FX
- Hallmark Channel
- The History Channel
- MSNBC
- National Geographic Channel
- Nickelodeon/Nick at Night
- Telemundo
- Travel Channel
- USA Network
- The Weather Channel

JetBlue is also adding movies and satellite audio to its entertainment options. Later this year, JetBlue will introduce Fox InFlight Premium Entertainment, offering first-run movies for a nominal price on select flights. In 2005, JetBlue will also add XM Satellite Radio, free of charge to its line-up, with up to 100 channels of digital satellite radio.

JetBlue is a low-fare, low-cost passenger airline, which provides high-quality customer service. JetBlue operates a fleet of 62 new Airbus A320 aircraft and plans to add another seven 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 2005. All JetBlue aircraft feature roomy all-leather seats each equipped with free live satellite television, offering up to 36 channels of DIRECTV(r) programming at every seat (see Note 1).

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. JetBlue has applied with the U.S. Department of Transportation to begin service to Nassau, Bahamas starting November 1 (see Note 2). 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.

Please note that the photo is also available via NewsCom at www.newscom.com

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

Note 1: DIRECTV(r) service is not available on flights between New York City and Puerto Rico or the Dominican Republic.

Note 2: This service is subject to receipt of government operating authority.

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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