jetBlue

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NEW YORK, Sept. 17, 2004 (PRIMEZONE) -- JetBlue Airways (Nasdaq:JBLU)is debuting at New York's LaGuardia Airport today with seven daily roundtrips to Fort Lauderdale, FL. The low-fare airline's kick-off at LaGuardia echoes its inaugural flight from New York's John F. Kennedy International to Fort Lauderdale in February 2000.

Four years later, JetBlue is the largest airline at JFK and, this winter, will offer as many as 24 daily roundtrips between New York City and Fort Lauderdale.

"We're excited to add LaGuardia today as another choice for our Fort Lauderdale customers," said David Neeleman, JetBlue's Chairman and CEO. "With our convenient, around-the-clock schedules, now from both JFK and LaGuardia, New York and Fort Lauderdale are closer than ever. Travelers this winter can enjoy our comfortable seats, great service, and affordable prices whenever they want, from both New York City airports."

JetBlue's new flights between LaGuardia and Fort Lauderdale are currently on sale from $59* 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 September 23, 2004 and is valid for travel through December 15, 2004 (with the exception of black-out days between November 23 and 29). 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.

The airline's regular one-way fares on this new route will range from $99* to $246* each 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 schedule will be:

New York (LGA) to Fort Lauderdale (FLL) Depart - Arrive	Fort Lauderdale to New York's LaGuardia Depart - Arrive
6:00am - 9:00am	6:30am - 9:20am
7:30am - 10:30am	9:40am - 12:35pm
10:00am - 1:00pm	1:10am - 2:05pm
1:15pm - 4:15pm	12:40 pm - 3:35pm
2:45pm - 5:45pm	5:20pm - 8:20pm
4:15pm - 7:25pm	6:30pm - 9:30pm
9:00pm - 11:59pm	8:05pm - 11:00pm

JetBlue is a low-fare, low-cost passenger airline, which provides high-quality customer service. JetBlue operates a fleet of 63 new Airbus A320 aircraft and plans to add another six 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.**

Based at New York City's John F. Kennedy International Airport, JetBlue currently operates 250 flights a day and serves 28 destinations in 11 states, Puerto Rico and the Dominican Republic. The airline plans daily service between JFK and Phoenix, AZ, starting October 1, 2004. Also, JetBlue has applied with the U.S. Department of Transportation to begin service to Nassau, in The Bahamas starting November 1.* 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.

* This service is subject to receipt of government operating authority. Domestic 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. Bahamas, 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. Bahamas fares also do not include U.S. APHIS and Immigration Fees of up to $10.10 and Bahamas Departure Taxes of up to $22. 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 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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