JetBlue Kicks Off Free Friend Fare* Promotion: Low-Fare Carrier Offers Free Ticket Promotion on Flights between Washington/Dulles and California

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NEW YORK, Sept. 22, 2004 (PRIMEZONE) -- JetBlue Airways (Nasdaq:JBLU) just made fall travel even friendlier. Today the carrier launched its Free Friend Fare promotion in Washington, D.C., Long Beach, Oakland and Sacramento, CA., with a $139* fare each way when booked at www.jetblue.com/freefriend.

JetBlue is offering its Free Friend Fare* promotion on the same flight when booking a one-way or round-trip flight between Washington, D.C. and Long Beach, Oakland or Sacramento, CA. Promotional fare must be booked at www.jetblue.com/freefriend by October 8 and travel must completed by November 15, 2004.

"Our customers love telling their friends about their experiences when flying JetBlue," said David Neeleman, JetBlue's CEO. "Our Free Friend Fare promotion will now let them bring a friend along to experience up to 36 channels of free satellite TV, roomy leather seats and JetBlue's award-winning service for themselves."

JetBlue's Free Friend Fare promotion fare requires a 7-day advance purchase. Travel must be booked by October 8 and completed by November 15, 2004 and is valid for non-stop travel between Washington, DC (Dulles) and Long Beach, Oakland or Sacramento, California.

JetBlue's current schedules from Washington to Long Beach, Oakland and Sacramento are:

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  Washington, DC (IAD) to Long Beach (LGB)       LGB to IAD
  Depart - Arrive                                Depart - Arrive
  6:35am - 8:55am                                 6:55am - 2:50pm
  11:30am - 1:50pm                               10:05am - 6:00pm
  2:30pm - 4:50pm                                 4:00pm - 11:55pm
  6:00pm - 8:30pm                                 9:25pm - 5:10am


Washington, DC (IAD) to Oakland (OAK)            OAK to IAD
  Depart - Arrive                                Depart - Arrive
  6:45am - 9:20am                                 9:05am - 5:05pm
  3:45pm - 6:20pm                                12:10pm - 8:10pm
  6:55pm - 9:30pm                                11:15pm - 7:15am

Washington, DC (IAD) to Sacramento (SMF)         SMF to IAD
  Depart - Arrive                                Depart - Arrive
  9:05pm - 11:40pm                               12:35am - 8:35am
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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.

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* Friend flies free, but must pay Passenger Facility Charges
  of up to $4.50 each way, September 11th Security Fees of up to
  $5 each way and a Federal Segment Tax of $3.10 per segment. A
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segment is a takeoff and landing. Paying customer and free friend must fly on same itinerary (flights and dates). Reservations for paying customer and free friend must be made at the same time at jetblue.com. This offer is valid for E-Class bookings only and may not be available on all flights. This offer is capacity controlled. Promotional fares require a 7-day advance purchase. Travel must be booked by October 8 and completed by November 15, 2004 and is valid for non-stop travel between Washington, DC (Dulles) and Long Beach, Oakland or Sacramento, California. Free friend ticket may not be bartered or sold. Changes can only be made by calling 1-800-JETBLUE prior to scheduled departure for a $25 change fee for paying customer, an additional $25 change fee for free friend and any applicable fare adjustments. Itinerary change must apply to both paying customer and free friend. In the event of cancellation by paying customer, the reservation for the free friend will also be cancelled and the paying customer forfeits rights to any free ticket. In this case, the free friend is not entitled to any travel credit. In the event of cancellation by free friend, paying customer can still travel without penalty. Cancellations may be made prior to scheduled departure for a JetBlue travel credit for paying passenger, which is valid for one year and subject to a $25 fee. JetBlue Airways reserves the right to terminate this promotion at any time. All JetBlue travel is ticketless and fares must be purchased at time of reservation. All fares are one-way and nonrefundable. Other restrictions apply.

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

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

***** 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 190 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. We undertake no obligation to update any forward-looking statements to reflect events or circumstances that may arise after the date of this release.

CONTACT:
JetBlue Airways
Gareth Edmondson-Jones
Gareth.edmondson-jones@jetblue.com

Todd Burke
Todd.burke@jetblue.com
Ph: 718 709 3089

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