Business Travelers Rate JetBlue 'World's Best Airline Value': Low-Fare Carrier Named Best Domestic Airline at Conde Nast Traveler Business Travel Awards

Sep 30, 2004

Business Travelers Rate JetBlue 'World's Best Airline Value': Low-Fare Carrier Named Best Domestic Airline at Conde Nast Traveler Business Travel Awards NEW YORK, Sept. 30, 2004 (PRIMEZONE) -- JetBlue Airways (Nasdaq:JBLU) topped the Business Travel Awards announced this week by Conde Nast Traveler magazine. JetBlue received the highest score of any U.S. airline, won the Top Single-Class Airline award for the third consecutive year, and scored business travelers' best rating for value among any airline in the world.

According to Conde Nast Traveler's October 2004 issue:

```
"With its leather seats, excellent service, seatback television
screens, and one-way fares capped at $299, not only was the budget
carrier JetBlue the highest-scoring airline in the single class
category but its overall score was well above those of all other
domestic carriers.  When judged solely on Value for Cost, the four-
year-old airline also beat out every other carrier in the world."
```

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 mid 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 258 flights a day and serves 28 destinations in 11 states, Puerto Rico and the Dominican Republic. JetBlue plans to commence service between New York's JFK and Phoenix, AZ, on October 1, between Boston's Logan airport and Fort Myers, FL on October 8, and between JFK and Nassau, The Bahamas on 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.

* 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.


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

          Todd Burke
          todd.burke@jetblue.com
          (718) 709-3089
```


Powered by SITECORE