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MEDIA ADVISORY, Sept. 30, 2004 (PRIMEZONE) --

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WHAT:       JetBlue, the New York-based low-fare carrier, will
            hold a press conference launching new daily service
            from Phoenix Sky Harbor International Airport to New
            York City's JFK International Airport. JetBlue will
            have a new Airbus A320 available for tours and photo
            opportunities showcasing 36 channels of DIRECTV and
            FOX Inflight Premium Entertainment.

WHO:        Dave Barger-JetBlue Airways President and COO
            Phil Gordon-Phoenix Mayor
            David Cavazos-Acting Aviation Director-Phoenix Sky
            Harbor International Airport


WHEN:       12:00pm, Friday, October 1, 2004

WHERE:      Phoenix Sky Harbor International Airport, South
            Concourse, Terminal 3, Gate 9
            (Please allow adequate time to pass through TSA
            screening procedures)

VISUALS:    Inbound ferry flight arrives at 11:10am with a water
            cannon salute (please arrive at the security check
            point by 10:30 for photo opportunities of the water
            cannon salute)
            -Press Conference Begins at 12:00pm
            -Aircraft will be available for tours before and after
             the press conference

PARKING:    Please park in the Terminal 3 garage and your parking
            will be validated at the event. Live trucks do not fit
            in the garage but may stay at the Terminal 2 media lot
            as long as there is someone in the vehicle.
            Unfortunately, there will be no curbside parking or
            live cable to the event.
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BACKGROUND

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.(1)

Based at New York City's John F. Kennedy International Airport, JetBlue currently operates 258 flights a day and serves 29 destinations in 12 states, Puerto Rico and the Dominican Republic. The airline plans daily service between New York's JFK and Nassau, 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.

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

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

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