JetBlue Begins New Daily Service to Phoenix: Low-fare Carrier to Serve Arizona's 'Valley of the Sun' with Daily Service from New York's JFK with Fares Starting from $99 Each Way

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NEW YORK, Oct. 1, 2004 (PRIMEZONE) -- JetBlue Airways (Nasdaq:JBLU) today will launch new daily service to Phoenix, AZ from New York's John F. Kennedy International Airport. Phoenix will become JetBlue's 29th destination this evening when flight 179 lands at 11:45 p.m.

JetBlue is currently offering a sale fare between JFK and Phoenix of $99 (see Note 1) 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 October 8, 2004 and is valid for travel from October 1 through December 15, 2004. This sale fare is not valid from November 23 through November 29. For an additional $3 each way, these sale fares can also be booked by calling 1-800-JETBLUE. Seats are limited and customers are encouraged to book early.

"The 'Valley of the Sun' is famous for providing world-class hospitality to its guests," said Dave Barger, JetBlue's President and COO. "We're very excited that Arizona residents and Phoenix-bound customers will soon have the opportunity to experience JetBlue's award-winning customer service and hospitality as well as extra legroom and up to 36 channels of free DIRECTV(r) programming at every seat."

The airline's regular one-way fares between JFK and Phoenix will range from $136 (see Note 1) to $296 (see Note 1) one 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 is:

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New York (JFK) to Phoenix (PHX)          Phoenix to New York
      Depart - Arrive                          Depart - Arrive
 9:25pm - 11:45pm (eff. 10/1/04)    12:45am - 8:25am (eff. 10/2/04)
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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 (see Note 2).

Based at New York City's John F. Kennedy International Airport, JetBlue currently operates 250 flights a day and serves 29 destinations in 12 states, Puerto Rico and the Dominican Republic. The airline plans daily service between JFK 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.

Note 1: Sale fare reflects $3 online discount only when booked at www.jetblue.com. 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.

Note 2: 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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