JetBlue Launches New Service Between Boston And Fort Myers, FL: Low-fare Carrier Begins First of Three Daily Departures Between Logan International Airport and Fort Myers from Just $59* Each Way

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NEW YORK, Oct. 8, 2004 (PRIMEZONE) -- JetBlue Airways (Nasdaq:JBLU) today launched the first of three new daily flights to Fort Myers, the airline's fourth Florida city served from Boston.

JetBlue commenced service in Boston in January 2004 and has grown steadily since. For Bostonians traveling to Florida this winter, the airline will offer low fares on: up to five daily flights to Orlando; up to four flights daily to Fort Lauderdale; and up to three flights daily to both Fort Myers and Tampa. Additionally, JetBlue serves California from Boston with twice daily service to both LA/Long Beach and Oakland, in the San Francisco Bay area, and also offers daily service to Denver, CO.

JetBlue began service from Fort Myers in November 2000 to New York's John F. Kennedy International Airport. For the coming winter season, the airline expects to serve the JFK-Fort Myers route with as many as 10 roundtrips per day.

JetBlue's new route is currently being offered with an introductory sale fare of $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 October 15, 2004 and is valid for travel through December 15, 2004. 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.

"JetBlue has a warm spot for Bostonians -- Florida!" said David Neeleman, JetBlue's Chairman and CEO. "And now with new service to Fort Myers, we can offer customers even more travel options to experience JetBlue's low fares, up to 36 channels of free DIRECTV(r) programming, leather seats, and the incredible customer service en route to even more destinations."

The airline's regular one-way fares on this new route will range from $99* to $296* 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 for Fort Myers will be:

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Boston (BOS) to Fort Myers (RSW)    Fort Myers to Boston
Depart - Arrive                     Depart - Arrive

11:05am - 2:40pm (eff. 1/6/05)      9:40am - 1:00pm (eff. 2/3/05)
2:05pm - 5:40pm (eff. 2/3/05)       3:20pm - 6:40pm (eff. 1/6/05)
4:05pm - 7:40pm (eff. 10/8/04)      8:10pm - 11:30pm (eff. 10/8/04)
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JetBlue is a low-fare, low-cost passenger airline, which provides high-quality customer service. JetBlue operates a fleet of 64 new Airbus A320 aircraft and plans to add another five 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 29 destinations in 12 states, Puerto Rico and the Dominican Republic. JetBlue plans to commence service between New York's 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.

*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.

** 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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