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NEW YORK, Oct. 8, 2004 (PRIMEZONE) -- JetBlue Airways (NASDAQ:JBLU), New York's low-fare airline, took home the Best Domestic Airline award again last night from the Conde Nast Traveler's 2004 Readers' Choice Awards. The prestigious travel award was presented by actress Angela Basset to JetBlue CEO David Neeleman at Jazz at Lincoln Center in Manhattan.

This is the third consecutive year that the low-fare carrier, which is less than five years old, has earned the Best Domestic Airline title. This month, JetBlue also won the Best Domestic Airline award in the Conde Nast Traveler's 2004 Business Travel Awards.

JetBlue's CEO David Neeleman said, "Conde Nast Traveler readers are amongst the most discriminating travelers in the world and to be named Best US Airline again is a testament to our 7,000 crewmembers and their dedication to taking care of our customers."

Tom Wallace, Conde Nast Traveler's editor-in-chief, said: "The Conde Nast Traveler Readers' Choice Poll is the largest and most reliable measurement of consumer opinion about travel properties and services around the world. Winning first place in this poll is inarguably the highest accolade any travel company can receive. That JetBlue has done it in three years in a row, and after less than five years in operation, truly puts the airline in a class by itself."

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 (see Note).

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.

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

Note: 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.

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