jetBlue

JetBlue Celebrates Fifth Anniversary by Giving Away 5 Years of Free Flights: Airline's Fifth Anniversary Celebration Continues with 5-Day, Online Give-a-Way

Feb 28, 2005

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NEW YORK, Feb. 28, 2005 (PRIMEZONE) -- JetBlue Airways (Nasdaq:JBLU) today launched an online give-a-way to celebrate its fifth anniversary and to thank its customers for making the airline a success. Every day this week, members of TrueBlue -- JetBlue's flight gratitude program -- may enter to win fantastic prizes at www.jetblue.com/take5, including the chance to fly free for five years.

Interested participants are encouraged to visit www.jetblue.com/take5 every day from February 28 through March 4 (Monday through Friday) and register either by entering existing TrueBlue identification information or completing a TrueBlue Registration Form. Registration is required each day to be eligible for that day's prize. A winning prize message will provide instant notification to the winners.

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TrueBlue members may enter to win a variety of unique prizes,
including:
   - 15 XM Satellite Radio Delphi MyFi systems
   - Five La-Z-Boy(R) Matinee leather recliners
   - Five Vespa ET2 scooters (color: Imperial Blue)
   - JVC(R) 26" LCD Flat Panel High Definition TV and
     Home Theater System
   - 50 "I (heart) Huckabee's" DVDs
   - Grand Prize: One person wins a JetBlue travel card good
     for five years of free flights (see Note 1); Five people
     each win a JetBlue travel card good for one year of
     free flights (see Note 2).
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The promotion is a special "thank you" to TrueBlue members for being part of the airline's five years of success. TrueBlue members continue to enjoy faster and easier booking and advance notice of special promotions and fare sales. And of course, TrueBlue members can earn free flights.

For a complete list of prizes, rules and TrueBlue registration information visit www.jetblue.com/take5.

About TrueBlue:

TrueBlue, JetBlue's flight gratitude program that launched in June 2001, today boasts more than two million members. TrueBlue is free to join, and customers need just 100 TrueBlue points for an award flight. With TrueBlue, there is never a fee to speak to a "real person" or to expedite award travel to any JetBlue destination, including the low-fare airline's new international destinations. For more information, log on to www.jetblue.com/trueblue.

About JetBlue:

JetBlue is a low-fare, low-cost passenger airline, which provides high-quality customer service. JetBlue operates a fleet of 73 new Airbus A320 aircraft and plans to add 11 additional A320s and 7 Embraer E190s to its fleet in 2005. Based at New York City's John F. Kennedy International Airport, JetBlue currently operates 292 flights a day and serves 32 destinations in 12 states, Puerto Rico, the Dominican Republic and The Bahamas.

All JetBlue aircraft feature roomy leather seats; all equipped with an in-seat digital entertainment system offering up to 36 channels of free DIRECTV(R) programming. On many flights, a selection of first-run movies and bonus features from FOX InFlight Premium Entertainment is available (see Note 3).

With JetBlue, all seats are assigned, all travel is ticketless, all fares are one-way, and an overnight 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 1-200-9898 if calling from the Dominican Republic. This press release, as well as past press releases, can be found on www.jetblue.com.

Note 1: JetBlue Airways Five-Year Travel Card is valid for sixty (60) round-trip, non-stop coach air transportation for one passenger for travel on JetBlue Airways from any city served by JetBlue Airways to any other city served by JetBlue Airways to which JetBlue Airways operates non-stop flights.

Note 2: JetBlue Airways One-Year Travel Card is valid for twelve (12) round-trip, non-stop coach air transportation for one passenger for travel on JetBlue Airways from any city served by JetBlue Airways to any other city served by JetBlue Airways to which JetBlue Airways operates non-stop flights.

Note 3: DIRECTV(R) service is not available on flights between JFK and Puerto Rico or the Dominican Republic; however, where available, FOX InFlight

Premium Entertainment is offered complimentary on these routes.

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, our ability to maintain our culture, our reliance on high daily aircraft utilization, increases in maintenance costs, fuel prices, insurance costs and interest rates, our dependence on the New York market, our reliance on automated systems and technology, our reliance on sole suppliers, additional government regulation and future acts of terrorism or the threat of such acts or escalation of U.S. military involvement overseas. 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 2004 Annual Report on Form 10-K. 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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