JetBlue Launches New Coast to Coast Service

Jan 19, 2006

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        -- Service Begins between Oakland and Fort Lauderdale
              Sale Fare Starting at $89(a,b) Each Way --
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NEW YORK, Jan. 19, 2006 (PRIMEZONE) -- JetBlue Airways (Nasdaq:JBLU) launches the first-ever, daily nonstop flight between Oakland International Airport and Fort Lauderdale-Hollywood International Airport today.

JetBlue is currently offering a sale fare starting at $89(a,b) each way. This sale fare must be purchased by Jan. 26; all travel must be completed by May 24, and requires a seven-day advance purchase. Regular fares in this market will range between $149(b) to $349(b) each way.

"Northern California travelers can kiss San Francisco's infamous fog and traffic goodbye," said Jerry Brown, Mayor of Oakland. "Thanks to JetBlue, Bay Area travelers can now fly directly from the sunny shores of Oakland to the sunny shores of South Florida."

"I am delighted that JetBlue has brought its reliable, low-fare service to the San Francisco/Oakland market with this new nonstop service," said Jim Naugle, Mayor of Fort Lauderdale. "I am confident that Bay area residents will love their visits to the warm, friendly skies of Fort Lauderdale and I congratulate JetBlue on this exciting new route."

"JetBlue is the first and only airline to offer nonstop service between San Francisco/Oakland and Fort Lauderdale," said Tim Claydon, JetBlue's Senior Vice President of Sales and Marketing. "Customers can now take full advantage of our low fares, and with our signature in-flight amenities such as DIRECTV(r) programming, an in-flight snack bar service, fine wines selected by JetBlue's 'Low Fare Sommelier,' and even pillows and blankets, they will enjoy the trip as much as the destination."

JetBlue's Schedule:

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     Oakland (OAK)                        Fort Lauderdale (FLL)
to Fort Lauderdale (FLL)                    to Oakland (OAK)
    Depart -- Arrive                        Depart -- Arrive
 11:45 p.m. -- 8:05 a.m.                 7:25 p.m. -- 10:50 p.m.
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JetBlue Airways is a low-fare airline based in New York City that operates 368 flights daily to 34 destinations. JetBlue offers customers roomy leather seats with 36 channels of free DIRECTV(r) (c) programming, the most live television offered by any airline. On flights longer than two hours, the airline also features a selection of first-run movies and bonus features from FOX InFlight(tm). Customers enjoy brand name snacks and beverages, including fine wines selected by JetBlue's "Low Fare Sommelier," Joshua Wesson, founder of Best Cellars. With JetBlue, all seats are assigned, all travel is ticketless, all fares are one-way and an overnight stay is never required. For information or reservations call 1-800-JETBLUE (1-800-538-2583) or visit www.jetblue.com.

(a) Sale fares require a 7-day advance purchase. All travel must be booked by Jan. 26, 2006. Travel must be complete by May 24, 2006. Sale fares may not be available on all days or on all flights. Sales fares are most often found on midweek travel dates. The sale fare is not available for travel April 13-23, 2006.

(b) All fares must be purchased at time of reservation, and are one-way, nonrefundable, and nontransferable. Changes can be made prior to scheduled departure for a fee of $30 per person plus any applicable difference in airfare. Changes can be made online at jetblue.com, by calling 1-800-JETBLUE (538-2583), or if located in the Dominican Republic, by calling 1-200-9898. Cancellations can be made prior to scheduled departure for a fee of $30 per person by calling 1-800-JETBLUE (538-2583), or if located in the Dominican Republic, by calling 1-200-9898. Cancellations are valid for a JetBlue air-only travel credit, which is valid for one year. If a reservation is not changed or canceled prior to scheduled departure, all money associated with the reservation is forfeited. Fares do not include Passenger Facility Charges of up to $9 each way, September 11th Security Fees of up to $5 each way and a Federal Segment Tax of $3.30 per domestic segment. A segment is a takeoff and landing. Caribbean fares also do not include government fees and taxes of up to $71.45 each way. All taxes and fees must be paid at the time of purchase. JetBlue reserves the right to deny boarding to passengers without proper documentation. Other restrictions apply.

(c) DIRECTV(r) service is not available on flights between JFK or Newark and Puerto Rico or the Dominican Republic; however, FOX InFlight is offered complimentary on these routes. FOX InFlight is a trademark of Twentieth Century Fox Film Corporation. JetBlue's in-flight entertainment is powered by LiveTV, a wholly owned subsidiary of JetBlue.

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 190 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/A and Quarterly Reports on Form 10-Q and 10Q/A. 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://www.primezone.com/newsroom/prs/?pkgid=795

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