Photo Release -- JetBlue Airways and Dunkin' Donuts Brew New Partnership

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   New Survey Reveals Customers Demand Better Airline Coffee

 Low-fare Airline to Serve Dunkin' Donuts Coffee on all Flights

  Dunkin' Donuts Consistently Rated Best Coffee in America(tm)
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NEW YORK, Jan. 24, 2006 (PRIMEZONE) -- JetBlue Airways (Nasdaq:JBLU) and Dunkin Donuts today announce a new partnership. Customers on all JetBlue flights will enjoy Dunkin' Donuts Original Blend Coffee and Dunkin' Decaf(r) by February 1, 2006.

A photo accompanying this release is available at:http://www.primezone.com/newsroom/prs/?pkgid=2256

Americans want better coffee on their flights, according to a recent survey by JetBlue and Dunkin' Donuts. More than one-third of Americans said airline coffee is worse than their daily cup of coffee. Those surveyed also cited coffee most frequently as the beverage they would like to improve on the airplane.

"JetBlue customers deserve the best, whether it's a cup of coffee, a brand-name snack, in-flight entertainment choices or friendly service," said Dave Barger, JetBlue's president and chief operating officer. "Customers are looking for a better cup of coffee when they fly and JetBlue and Dunkin' Donuts are coming together to deliver it."

Jon Luther, CEO of Dunkin' Brands said, "Dunkin' Donuts is proud to bring our 'Best Coffee in America(tm)' to the skies for JetBlue customers, allowing us to reach more consumers in more places. Both Dunkin' Donuts and JetBlue are passionate about providing the best possible customer experience, and with such similar values, it is a natural fit that these two brands have aligned."

About the Survey

The Synovate TeleNation survey was fielded via telephone on behalf of Dunkin' Donuts and JetBlue Airways during the period November 18-21, 2005. It was conducted among a national probability sample of 1,000 adults 18 years or age and older. The sample consists of individuals selected from the Synovate Consumer Opinion Panel and is balanced to be representative of the general population based upon region, gender, age and household income data from the U.S. Census Bureau. The standard deviation is plus or minus 3%.

About Dunkin' Donuts

Founded in 1950, today Dunkin' Donuts is the number one retailer of coffee-by-the-cup in America, selling 2.7 million cups a day, nearly one billion cups a year. Dunkin' Donuts is also the largest coffee and baked goods chain in the world and sells more donuts, coffee, and bagels than any other quick service restaurant in America. Dunkin' Donuts has more than 6,100 shops in 30 countries worldwide. Based in Canton, Massachusetts, Dunkin' Donuts is a subsidiary of Dunkin' Brands, Inc. For more information, visit www.DunkinDonuts.com

About JetBlue Airways

JetBlue Airways is a low-fare airline based in New York City that operates 355 flights daily to 33 destinations. JetBlue offers customers roomy leather seats with 36 channels of free DIRECTV(r) (a) 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 freshly brewed Dunkin' Donuts coffee and 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) 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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