Paint the Town Blue: JetBlue Starts Nonstop Flights From Richmond, VA

Mar 31, 2006

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JetBlue's Fares are More Than 50 Percent Lower than Pre-JetBlue Fares

RICHMOND, Va., Mar 31, 2006 (PRIMEZONE via COMTEX News Network) -- JetBlue Airways (Nasdaq:JBLU) today began low-fare service between Richmond, VA and New York's John F. Kennedy International Airport (JFK) with up to four daily nonstop flights. Two daily nonstop flights to Boston begin April 6. JetBlue's fares in these markets are less than half the cost of what customers had been used to paying, making travel affordable as well as stylish and comfortable for customers in Richmond. JetBlue's regular fares between Richmond and New York range from $69(a) to $134(a) each way; fares to Boston range from $79(a) to $144(a) each way.

"We believe the people of Richmond will benefit from lower fares and better service, and with our new EMBRAER 190 aircraft, we are now in a position to offer nonstop JetBlue service to New York and Boston," said JetBlue CEO David Neeleman. "The community has welcomed us with open arms, and on behalf of JetBlue's 10,000-plus crewmembers, we thank you, and we look forward to welcoming you on board a JetBlue flight very soon."

"I congratulate JetBlue for bringing its low fare, award-winning airline to Richmond, its second destination in Virginia," said Governor Timothy M. Kaine. "With new, nonstop service to major markets like New York City and Boston, and dozens of connecting cities, the economy of the entire Central Virginia region will benefit from the increase in affordable travel, tourism, and business activity. I expect JetBlue to thrive in Richmond."

JetBlue will serve Richmond with EMBRAER 190 aircraft, a 100-seat jet that offers the low-fare airline's signature 36 channels of DIRECTV programming, plus more than 100 channels of XM Satellite Radio - the most live entertainment options of any airline. Members of JetBlue's TrueBlue, Flight Gratitude program will earn two points for every nonstop flight to New York or Boston, with double points awarded for purchasing travel online at www.jetblue.com. In addition to nonstop service to New York/JFK and Boston (starting April 6), JetBlue customers in Richmond will have connecting service to 22 other JetBlue destinations, including Bermuda (service from JFK begins May 4) and Portland, ME (service begins May 23).

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JetBlue's service from Richmond:
Richmond, VA (RIC) to                New York to Richmond
New York/JFK (JFK)
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Depart - Arrive                      Depart - Arrive
6:25 a.m.-7:45 a.m. (except Sun.)    8:05 a.m.-9:30 a.m.
10:20 a.m.-11:40 a.m.                12:30 p.m.-1:50 p.m.
2:30 p.m.-3:55 p.m.                  5:00 p.m.-6:25 p.m.
7:15 p.m.-8:35 p.m.                  9:30 p.m.-10:50 p.m.
                                    (except Sat.)

Richmond, VA (RIC) to                Boston to Richmond
Boston (BOS)
-----------------------------------------------------
Depart - Arrive                      Depart - Arrive
8:00 a.m.-9:40 a.m.                  11:00 a.m.-12:55 p.m.
1:15 p.m.-2:55 p.m.                  5:55 p.m.-7:55 p.m.
Service begins April 6
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In the six years since its launch, JetBlue Airways has focused on creating a new airline category -- an airline that offers value, service and style. Based out of New York City, the low-cost carrier currently serves 35 destinations with more than 410 flights daily. Onboard JetBlue, customers enjoy roomy leather seats and 36 channels of free DIRECTV(r) programming (b), the most live TV available on any airline. On flights longer than two hours, a selection of first-run movies and bonus features from FOX InFlight(tm) is also available. JetBlue offers customers generous brand name snacks and beverages, including freshly brewed Dunkin' Donuts coffee, and delicious wines selected by the airline's Low Fare Sommelier, Josh Wesson from 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) Fares require up to a 14-day advance purchase. All fares must be purchased at time of reservation, and are one-way, nonrefundable, and nontransferable. Cancellations and changes can be made prior to scheduled departure for $30 at 1-800-JETBLUE (or, in the case of changes, at jetblue.com). All changes are subject to applicable fare adjustment. Cancellations are for a JetBlue travel credit only, 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 and Bermuda 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.

(b) DIRECTV(r) service is not available on flights to/from Bermuda, Puerto Rico or the Dominican Republic; however, where applicable 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.

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

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, increases in fuel prices, maintenance costs and interest rates, 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 as we grow, our reliance on high daily aircraft utilization, our dependence on the New York metropolitan market, our reliance on automated systems and technology, our reliance on sole suppliers, additional government regulation and changes in our industry due to financial condition and external geopolitical conditions. 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 2005 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.

This news release was distributed by PrimeZone, www.primezone.com

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