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NEW YORK, May 2, 2006 (PRIMEZONE) -- JetBlue Airways Corp. (Nasdaq:JBLU) today announces major enhancements to its TrueBlue(r) Flight Gratitude program, designed to make award travel even easier to book and twice as flexible for TrueBlue members.

Effective immediately, TrueBlue awards may be booked online at JetBlue's website at www.jetblue.com. TrueBlue members can see how many award seats are available on each flight, and may book their award seats online at any time prior to the flight without charge.

TrueBlue awards are now issued as two TruePasses, each good for one-way travel and fully transferable. TruePasses may be used at any time within one year of issuance, and may be used at different times by different people, as designated by the TrueBlue member.

"TrueBlue members love the simplicity and ease of the program, and now we are pleased to offer meaningful enhancements," said Phillip Logsdon, TrueBlue program manager. "Our customers want to book award travel online, at the last minute, and not have to pay for the service. Awards are now issued as two TruePasses, for any TrueBlue member who would like to use part of their award and save the rest for another time, allowing the greatest flexibility in award travel redemption of any program. With these enhancements, it's now as easy to use the award as it is to earn it."

A TrueBlue award is automatically issued when the member's account reaches 100 points. The member is notified by e-mail, and has up to one year to redeem the award. The award is issued as two TruePasses. Each TruePass is valid for one-way travel between any two points in the JetBlue network, and is fully transferable.

TrueBlue points are earned for every JetBlue flight, with double points earned for purchasing online at www.jetblue.com. In addition, members of American Express' Membership Rewards may transfer their Membership Rewards points into their TrueBlue account. TrueBlue members can also use their JetBlue Card from American Express to earn award dollars for every purchase, with double award dollars for JetBlue travel purchased with the card, theater tickets, restaurants, golf courses, sporting events, performing arts events, and gym memberships.

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(a), 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. On overnight flights from the West, the airline now offers Shut-Eye Service, with a Shut-Eye Kit(tm) designed exclusively for JetBlue by Bliss Spa, and other special amenities including a "good morning" hot towel service. 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 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 attract and retain qualified personnel and 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 a limited number of suppliers; changes in or additional government regulation; changes in our industry due to other airlines' financial

condition; and external geopolitical events and conditions. Further 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.

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