# New JetBlue Service to Where Florida Begins: Now Flying New York/JFK to Jacksonville, FL

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**JetBlue Adds 6th Destination to the Sunshine State**

NEW YORK, June 15, 2006 (PRIMEZONE) -- JetBlue Airways (Nasdaq:JBLU) today began low-fare service between Jacksonville, FL and New York's John F. Kennedy International Airport (JFK), making it the 38th destination the low-fare carrier services. With three daily nonstop flights and fares ranging between $99(a) and $299(a) each way, New York's hometown airline continues to offer its customers consistent, dependable low fares, on a comfy full-size aircraft. With the start of this service, JetBlue will be the largest carrier providing flights from New York City to Jacksonville based on daily seat capacity, and the only carrier with direct flights from JFK to Jacksonville.

"With New York City as Jacksonville's second largest market, low fares to and from JFK are in high demand," said David Neeleman, JetBlue's Chairman and CEO. "We believe both residents and visitors to Florida will benefit from the award-winning service they'll find on JetBlue. On behalf of JetBlue's 10,000-plus crewmembers, we look forward to expanding our services in Florida and providing new customers with the JetBlue experience."

"On behalf of the residents of Jacksonville, I am excited about JetBlue's decision to bring its award winning customer service and everyday affordable airfares to Jacksonville," said Mayor John Peyton. "I am confident that leisure and business travelers alike will appreciate the new service to New York City and that JetBlue will soon need to add more flights to even more destinations."

"Attracting JetBlue to Jacksonville has been a priority for the Jacksonville Aviation Authority for a number of years," said John Clark, JAA's Chief Executive Officer and Executive Director. "This is a great day for Jacksonville residents and businesses, and we're confident Northeast Florida will prove to be a good market for JetBlue."

"We're very excited about the arrival of JetBlue today," said JAA Chairman Mary Burnett. "JetBlue's three daily flights to New York's JFK greatly enhance Jacksonville International Airport's air service."

JetBlue's schedule to Jacksonville:

| New York, NY (JFK) to Jacksonville, FL (JAX) | Jacksonville to New York |
|---|---|
| Depart -- Arrive | Depart -- Arrive |
| 8:20am -- 11:05am | 6:20am -- 8:45am (eff. 6/16) |
| 1:30pm -- 4:10pm | 11:45am -- 2:10pm |
| 7:55pm -- 10:45pm | 4:50pm -- 7:15pm |

JetBlue will serve Jacksonville with the Airbus A320 aircraft, offering the low-fare airline's signature 36 channels of DIRECTV(r) programming (b) at every leather seat. On flights longer than two hours, customers also have the ability to purchase movies from FOX InFlight. Members of JetBlue's TrueBlue Flight Gratitude program will earn four points for every nonstop flight to New York, with double points awarded for purchasing travel online at www.jetblue.com. In addition to nonstop service to New York/JFK, JetBlue customers in Jacksonville will have connecting service to 23 other JetBlue destinations, including new service to Pittsburgh, PA (service from JFK begins June 30), Charlotte, NC (service from JFK begins July 12), Raleigh-Durham, NC (service from JFK begins July 20), and Nashville, TN (service from JFK begins August 31).

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 38 destinations with more than 390 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. 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) All fares are subject to change without notice. Fares require up to a 7-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) with applicable fare adjustment. Cancellations are for a JetBlue travel credit only, which is valid for one year. If travel is not used, and the 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. JetBlue reserves the right to deny boarding to passengers without proper documentation. Other restrictions apply. (c)2006 JetBlue Airways

(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 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.

CONTACT: JetBlue Corporate Communications
(718) 709-3089
CorporateCommunications@JetBlue.com

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