3, 2, 1 . . . The Countdown is On -- JetBlue to Launch Nonstop Flights From Houston to New York

Jun 27, 2006

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            Three Daily Nonstops to JFK Start September 7
                 Introductory Fare Starting at $99(a)
              Fares up to 51% Lower than Pre-JetBlue Fares
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NEW YORK, June 27, 2006 (PRIMEZONE) -- JetBlue Airways (Nasdaq:JBLU) today announces the low-fare airline will begin three daily nonstop flights between its hometown of New York's John F. Kennedy International Airport (JFK) and Houston's Hobby Airport (HOU), starting September 7, 2006. JetBlue will offer a $99(a) introductory fare between Houston and JFK. JetBlue's regular fares will range between $117(a) and $349(a) each way -- up to 51% lower than pre-JetBlue fares.

"Customers traveling on business between New York and Houston will love JetBlue's fares," said David Neeleman, JetBlue's founder and CEO. "Even if you have to book at the last minute, you'll enjoy fares up to 51% lower, and we think customers will also love our 36 channels of DIRECTV(r) programming and the award-winning service you'll find on JetBlue."

"We are very pleased to welcome JetBlue to the Houston market," said Richard Vacar, Director of the Houston Airport System. "JetBlue will be a positive addition to the William P. Hobby Airport portfolio of economical carrier service for the rapidly expanding range of Houston area business and leisure travelers."

Service will be operated with JetBlue's Airbus 320 fleet, featuring 156 comfy leather seats and industry-leading legroom. Members of JetBlue's customer loyalty program, TrueBlue, will receive 4 points per flight, with double points awarded for purchasing online at www.jetblue.com. Customers can earn free travel even faster by using the JetBlue Card from American Express.

JetBlue's New Service between New York JFK and Houston, TX:

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New York (JFK) to Houston, TX (HOU)   Houston (HOU) to New York (JFK)
Depart - Arrive                       Depart - Arrive
7:55am - 11:00am                      7:00am - 11:45am (eff. 9/8)
1:10pm - 4:10pm                       11:50am - 4:45pm
8:00 pm - 11:00pm                     5:00pm - 9:45pm
- all times local -
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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 38 destinations with more than 400 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 and may require up to a 14-day advance purchase. The introductory sale fare must be purchased by July 18, 2006, 11:59 PM MDT and travel must be completed by October 31, 2006. Lowest fares may not be available on all days or on all flights, and are most often found on midweek travel dates. 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.

(b) DIRECTV(r) service is not available on flights outside the continental United States; 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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