Paint the Town Blue -- JetBlue to Begin Service to Tucson

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JetBlue Lands Its Second Arizona Destination, Offering Introductory Fares of $129(a) Each Way

NEW YORK, June 28, 2006 (PRIMEZONE) -- JetBlue Airways (Nasdaq:JBLU), today announces it will offer daily nonstop service between Tucson, AZ and New York's John F. Kennedy International Airport starting September 28. JetBlue's introductory fare will be $129(a) each way, valid for travel between September 28 and October 31, and must be purchased by July 18. Introductory fares also apply to connecting travel to most of JetBlue's East Coast destinations: Syracuse, Rochester, and Buffalo, NY; Burlington, VT; Portland, ME; Pittsburgh, PA (service begins June 30); Richmond, VA; Boston, MA; Charlotte (service begins July 12) and Raleigh/Durham/Chapel Hill, NC (service begins July 20); and Washington Dulles International (service begins August 17). Regular fares between Tucson and New York's JFK will range between $179(a) and $399(a) each way. Tucson service will complement the twice-daily nonstops from Phoenix to New York (JFK).

"JetBlue is pleased to offer the only nonstop service between Tucson and New York," said David Neeleman, JetBlue's founder and CEO. "Tucson is one of America's premier destinations for vacations and business retreats, and we want to make the flight as enjoyable as the destination. Customers will love JetBlue's award-winning service and low fares."

Tucson customers will also have access to 19 other JetBlue destinations via convenient connecting service at JFK, including Fort Lauderdale, Jacksonville, Orlando, West Palm Beach, Fort Myers, and Tampa, FL.

"JetBlue's outstanding quality, customer service, and affordable fares make them one of the most sought after airlines in the industry," said Tucson Airport Authority President/CEO Bonnie Allin. "We are delighted to have JetBlue here in Tucson and we know the residents of this community will be very supportive of this new service.

"When we ask our customers which new services they'd most like to have available in Tucson, JetBlue's nonstop service to JFK is always at the top of the list," Allin continued.

JetBlue will operate one daily flight between New York (JFK) and Tucson, using its A320 aircraft. This 156-seat aircraft offers customers comfy all-leather seats and the most live entertainment options in the skies today, with 36 channels of DIRECTV programming. JetBlue customers enrolled in the airline's flight gratitude program, TrueBlue, will earn six TrueBlue points each way, with double points awarded for travel purchased online at www.jetblue.com.

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New York (JFK) to Tucson, AZ (TUS)    Tucson, AZ (TUS) to New York (JFK)
Depart - Arrive                       Depart - Arrive
8:00pm - 10:30pm                      11:30pm - 7:15am
- all times local -
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JetBlue's signature "Shut Eye" service will be offered on flights to New York's JFK. Customers receive a Shut-Eye Kit(tm) designed by Bliss Spa, which includes an eye mask, ear plugs, Bliss' lemon+sage body butter, and Bliss lip balm: mint. Prior to landing, customers wake-up to freshly brewed Dunkin' Donuts coffee and hot towel service.

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 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. 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 for travel between September 28, 2006 and October 31, 2006. All 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 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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