Sarasota/Bradenton . . . Lucky Number Seven!

Jun 28, 2006

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JetBlue Lands in Florida Once Again, Offering Introductory Fares of $79(a) Each Way

NEW YORK, June 28, 2006 (PRIMEZONE) -- JetBlue Airways Corp. (Nasdaq:JBLU) today announces it will begin daily nonstop service between New York's John F. Kennedy International Airport (JFK) and Sarasota/Bradenton, FL starting September 21. Introductory one-way fares start at $79(a), valid for travel between September 21 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; and Washington Dulles International (service begins August 17). Regular fares between Sarasota/Bradenton and New York's JFK will range between $99(a) and $299(a) each way.

"JetBlue is pleased to expand our Florida service to Sarasota/Bradenton, our seventh destination in the Sunshine State," said David Neeleman, JetBlue's CEO. "Sarasota/Bradenton distinguishes itself with its white-sand beaches, notable art museums, and extensive golf courses. With travel on JetBlue, vacationers and those traveling on business can now enjoy the flight as much as the destination."

Fredrick J. Piccolo, Sarasota/Bradenton President, CEO said, "We are thrilled to see JetBlue land at SRQ with flights to JFK and to their connecting cities. The addition of JetBlue at SRQ is a very strong validation of our market and airport."

Sarasota/Bradenton customers will also have access to 23 other JetBlue destinations via convenient connecting service at JFK, including Boston; Denver, CO; Las Vegas, NV; Long Beach, Oakland, Ontario, San Diego, and Sacramento, CA; and Portland, OR.

In addition to low fares, JetBlue customers in Sarasota/Bradenton can look forward to 36 channels of DIRECTV(r) programming on their seat-back televisions, while sitting in a comfy all-leather seat with industry-leading legroom. Service to Sarasota/Bradenton will be operated with JetBlue's A320 fleet. 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.

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New York (JFK) to                   Sarasota/Bradenton, FL (SRQ) to
Sarasota/Bradenton, FL (SRQ)        New York (JFK)
Depart - Arrive                     Depart - Arrive
9:30am - 12:30pm                    1:15pm - 4:05pm
- 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 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 21 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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