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NEW YORK, Jul 11, 2006 (PRIMEZONE via COMTEX News Network) -- JetBlue Airways (Nasdaq:JBLU) today announces Mark Powers has been named Treasurer and Vice President, Corporate Finance, reporting to JetBlue's CFO John Harvey, effective today. Mr. Powers will be responsible for the low-fare airline's treasury and corporate finance activities.

"Mark brings more than two decades of experience in aviation business to our team," said Mr. Harvey. "We will rely on Mark's experienced leadership and vision as we grow to nearly 50 destinations this year, as well as our expected double-digit growth in the years to come."

"I'm pleased to join one of the industry's most unique airlines," Mr. Powers said. "JetBlue has done what we thought couldn't be done: Build true brand loyalty with service as the differentiator. I look forward to contributing to JetBlue's continued success."

Mr. Powers was most recently an independent advisor to several aviation-related companies, and an associate of SkyWorks Capital, an aviation focused investment bank. In addition, Mr. Powers has held a number of positions of increasing responsibility in both the finance and legal departments of Continental Airlines, Northwest Airlines and GE's jet engine unit.

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 39 destinations with more than 440 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 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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