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Jul 11, 2006

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NEW YORK, July 11, 2006 (PRIMEZONE) -- JetBlue Airways (Nasdaq:JBLU) was rated 2006 World's Best Domestic Airline Award by readers of Travel + Leisure magazine, the world's leading travel magazine.

Travel + Leisure Editor-in-Chief Nancy Novogrod describes the 2006 World's Best Awards as "a powerful gauge of the interests and tastes of sophisticated travelers." In addition to recognizing JetBlue, readers also named New York City, JetBlue's hometown, as the Best City in the U.S. and Canada for the sixth consecutive year.

"On behalf of JetBlue's 10,800 crewmembers, I would like to thank the readers of Travel + Leisure for this honor," said David Neeleman, JetBlue's CEO. "The JetBlue Experience is about welcoming our customers on the phone, at the airport and on board, and making it easy to fly JetBlue. We also know that we are only as good as our last flight, and we will remain focused on making your next JetBlue flight your best."

JetBlue has also been honored this year with Best Domestic Airline For Value by readers of Travel + Leisure; Air Transport World magazine's "Passenger Service Award"; "Best Airline Value" by Entrepreneur Magazine; and "Best Low Cost/No Frills Airline" by OAG. JetBlue will accept the prestigious "2006 World's Best Domestic Airline" award at Rockefeller Center in New York City on July 20. The survey results will be featured in the August issue of Travel + Leisure magazine.

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.

Travel + Leisure World's Best Awards 2006 Survey Methodology: A questionnaire developed by the editors of Travel + Leisure, in association with Harris Interactive, was made available to Travel + Leisure subscribers at www.tlworldsbest.com during the first quarter of this year. Respondents reported where they had traveled worldwide and how, and rated only the destinations, properties, and companies that were relevant to their recent travel experiences. Respondents were asked to rate hotels, cities, islands, spas, hotel spas, tour operators/safari outfitters, cruise lines, airlines and car rental companies on several characteristics. The scores are indexed averages of responses concerning applicable characteristics. The complete survey methodology is available in the August issue of Travel + Leisure, and online at travelandleisure.com/worldsbest. The spa survey results will be featured in a special World's Best Spas report in Travel + Leisure's October issue and will be posted online at that time.

Travel + Leisure, published monthly by American Express Publishing Corporation, is the world's leading travel magazine with a circulation of almost one million. Sophisticated, modern, and always intelligent, Travel + Leisure examines the way we travel now and where we'll be going years from now, putting into context all the elements of the traveler's experience-from hotels, restaurants, and shopping to architecture, culture, and politics-while delivering the latest news on security, health, trends, and innovations. A global brand, Travel + Leisure currently publishes Travel + Leisure En Espanyol, Travel + Leisure Russia, Travel + Leisure Turkey, Travel + Leisure China and Travel + Leisure Australia, and is launching Travel + Leisure South Asia in Fall 2006.

(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 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 sole suppliers, additional government regulation and changes in our industry due to financial condition and external geopolitical conditions. 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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