Royal Blue: JetBlue Now Serving the Queen City

Jul 12, 2006

Royal Blue: JetBlue Now Serving the Queen City

```
              JetBlue Begins Four Daily Nonstops Between
                    New York/JFK and Charlotte, NC

          Fares Up to 75 Percent Lower Than Pre-JetBlue Fares
```

NEW YORK, July 12, 2006 (PRIMEZONE) -- JetBlue Airways (Nasdaq:JBLU) today begins four daily nonstop flights between New York's John F. Kennedy International Airport (JFK) and Charlotte, NC on its new EMBRAER 190 aircraft. Fares range between $94(a) and $199(a) -- up to 75 percent lower than pre-JetBlue fares. Similar fares and service will follow for customers traveling between New York/JFK and Raleigh-Durham-Chapel Hill, with flights starting July 20.

"Customers in Charlotte will enjoy JetBlue's award-winning service and nonstop flights to New York," said JetBlue's CEO David Neeleman. "We look forward to becoming part of the Charlotte community and bringing the JetBlue experience to North Carolina."

"We welcome competition in the Charlotte travel market and are pleased to have JetBlue, and their innovative approach to air travel, as a choice for Charlotte passengers," said Patrick McCrory, Mayor, City of Charlotte. "JetBlue's new service provides travelers with more options between the Queen City and the Big Apple."

JetBlue will operate four daily flights between New York and Charlotte using its brand-new EMBRAER 190 aircraft. This 100-seat aircraft offers customers comfy all-leather seats and the most live entertainment options in the skies today, with 36 channels of DIRECTV(r) programming and more than 100 channels of XM Satellite Radio(r). JetBlue customers enrolled in the airline's flight gratitude program, TrueBlue, will earn two TrueBlue points each way, with double points awarded for travel purchased online at www.jetblue.com.

Charlotte, NC (CLT) to New York (JFK) Depart -- Arrive	New York (JFK) to Charlotte, NC (CLT) Depart -- Arrive
6:00 a.m. -- 7:50 a.m.(eff. 7/13)	7:15 a.m. -- 9:05 a.m.
9:35 a.m. -- 11:25 a.m.	12:00 p.m. -- 1:30 p.m.
2:30 p.m. -- 4:20 p.m.	5:35 p.m. -- 7:35 p.m.
8:05 p.m. -- 9:55 p.m.	9:30 p.m. -- 11:20 p.m.

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 40 destinations with more than 440 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) Regular fares require up to a 14-day advance purchase. 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). All changes are subject to applicable fare adjustment. Cancellations are for a JetBlue travel credit only, which is valid for one year. If a 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. All taxes and fees must be paid at the time of purchase. 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 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.

CONTACT: JetBlue Corporate Communications
(718) 709-3089
CorporateCommunications@jetblue.com

Powered by SITECORE