Hi There, Ohio! JetBlue to Start Service From Columbus to New York and Boston in October

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            Fares Up to 69% Lower Than Pre-JetBlue Fares
          Up to Four Daily Flights to JFK Start October 3
           One Daily Flight to Boston Starts October 18
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NEW YORK, July 13, 2006 (PRIMEZONE) -- JetBlue Airways (Nasdaq:JBLU) today announces it will begin service between New York's John F. Kennedy International Airport (JFK) and Columbus, OH with up to four daily nonstop flights starting October 3, and one daily nonstop flight between Boston's Logan International Airport and Columbus starting October 18. To celebrate the new service, JetBlue is offering introductory one-way fares to/from New York starting at $69(a), with regular fares ranging between $89(a) and $199(a) each way, up to 69% lower than pre-JetBlue fares. The airline's introductory one-way fare to/from Boston is $79(a), with regular fares ranging from $99(a) to $209(a) each way, up to 68% lower than pre-JetBlue fares. Introductory fares, which are subject to availability, must be purchased by July 24, and travel must be completed by November 15.

"We look forward to serving the people of Columbus, Ohio with nonstop flights to New York and Boston, two business centers vital to the heart of Ohio," said David Neeleman, founder and CEO of JetBlue Airways. "In addition to the convenience of low-fare, nonstop flights, our customers will enjoy the extra legroom, live entertainment options like DIRECTV and XM Satellite Radio at every all-leather seat, and our friendly, award-winning customer service."

"We are committed to connecting Columbus to the world and working hard to open new doors of opportunity with companies like JetBlue," said Columbus Mayor Michael B. Coleman. "JetBlue will bring jobs and energy to Port Columbus and help deliver our citizens to the destinations of the world."

"We are very pleased that JetBlue, with its reputation for outstanding customer service and affordable fares, has decided to serve the Columbus market," said Kathy Ransier, Board Chair of the Columbus Regional Airport Authority, which operates Port Columbus International Airport. "We welcome JetBlue to Port Columbus' impressive group of airlines and will work closely with them to ensure a successful entry into our market."

JetBlue will operate flights to Columbus 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 (b) 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. Customers can earn free travel even faster by using the JetBlue Card from American Express.

Columbus customers will also have access to 39 other JetBlue destinations via convenient connecting service at JFK, including Raleigh-Durham, NC (service begins July 20); Houston Hobby Airport (service begins September 7); Sarasota, FL (service begins September 21); and Tucson, AZ (service begins September 28).

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JetBlue's New Service between New York JFK and Columbus, OH, starting
October 3:

New York, NY (JFK) to               Columbus, OH (CMH) to
Columbus, OH (CMH)                  New York (JFK)
Depart - Arrive                     Depart - Arrive
8:35am - 10:25am                    6:30am - 8:15am (eff. 10/4, except
                                                     Sundays)
12:50pm - 2:40pm                    11:00am - 12:45pm
4:55pm - 6:45pm                     3:15pm - 5:00pm
9:40pm - 11:30pm (except Saturdays) 7:20pm - 9:05pm

JetBlue's New Service between Boston and Columbus, OH, starting
October 18:

Boston, MA (BOS) to                 Columbus, OH (CMH) to
Columbus, OH (CMH)                  Boston, MA (BOS)
Depart - Arrive                     Depart - Arrive
9:15am - 11:20am                    11:55am - 1:50pm
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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 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) 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 24, 2006, 11:59 PM MDT and travel must be completed by November 15, 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 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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