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New Houston-New York Nonstop Fares Match Barrel of Oil Price for One Week

NEW YORK, Aug. 15, 2006 (PRIMEZONE) -- JetBlue Airways (Nasdaq:JBLU) today announced special Blue Barrel Fares for travel between Houston, the Energy Capital of the World, and New York City. For one week starting today, the price for a barrel of oil at each day's market close(a) will determine the new one-way fare. The Blue Barrel Fare available today, August 15, is $73(b) based on yesterday's market activity.

Blue Barrel Fares are available for purchase from August 15 through August 21 and may change daily based on the price for a barrel of oil. All travel must be completed between September 7 and November 15, 2006. JetBlue's three daily nonstop flights between Houston's William P. Hobby Airport and New York's John F. Kennedy International Airport begin September 7, 2006.

Blue Barrel Fares are also available from Houston to the following destinations via connecting service at JFK: Boston, MA; Burlington, VT; Buffalo, Rochester and Syracuse, NY; Pittsburgh, PA; Portland, ME; Richmond, VA; and Washington, D.C. (Dulles).

"We've all felt the effects of high oil prices," said David Neeleman, CEO and Founder of JetBlue Airways. "We can't make the problem go away, but we can at least try to turn the price of oil into a good thing -- a great fare for a nonstop flight between Houston and New York that comes with our award-winning service and 36 channels of free live satellite television at every seat."

JetBlue's new service between New York JFK and Houston, TX effective September 7, 2006:

New York (JFK) to Houston, TX (HOU)	Houston (HOU) to New York (JFK)
Depart -- Arrive	Depart -- Arrive
7:55am -- 11:00am	7:00am -- 11:45am (eff. 9/8)
1:10pm -- 4:10pm	11:50am -- 4:45pm
8:00 pm -- 11:00pm	5:00pm -- 9:45pm

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 41 destinations with more than 470 flights daily. Onboard JetBlue, customers enjoy roomy leather seats and 36 channels of free DIRECTV(r) programming(c), 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(tm), 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.

The JetBlue logo is available at http://www.primezone.com/newsroom/prs/?pkgid=795

(a) Fare is based on the price of a barrel of crude oil (rounded down to the nearest dollar) at the close of the New York Merchant Exchange (2:30 PM EDT). .

(b) All fares are subject to change without notice. Sale fares require a 7-day advance purchase. Travel must be booked by August 21, 2006, 11:59 PM MDT. Travel must take place between September 7 and November 15, 2006. Travel must be completed by November 15, 2006. Sale fares may not be available on all days or on all flights. Sale fares 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 at jetblue.com (in the case of changes), with 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. (c)2006 JetBlue Airways

(c) 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.

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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