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Low-Fare Airline Offers Most Live In-Flight Entertainment of Any Airline(a)

NASHVILLE, Tenn., Aug. 31, 2006 (PRIMEZONE) -- JetBlue Airways (Nasdaq:JBLU) today inaugurates service at Nashville International Airport with three daily nonstop flights to New York's John F. Kennedy International Airport. New York's hometown airline is currently offering a special $69(b) fare each way between JFK and Nashville. Regular fares for the new flights will range between $89(b) and $299(b) each way and include the low-fare airline's signature complimentary in-flight entertainment experience, offering 36 channels of live DIRECTV(r) programming and over 100 channels of XM Satellite Radio(r)(a).

JetBlue is also celebrating its inaugural service by offering $89(b) special sale fares each way from Nashville to the following destinations via connecting service at JFK: Boston, MA; Burlington, VT; Buffalo, Rochester and Syracuse, NY; Portland, ME, Richmond, VA; and Washington, DC (Dulles).

"JetBlue's flights between Nashville and New York City will link two popular tourist and business destinations with our low-fare, award-winning service," said David Neeleman, JetBlue's Founder and CEO. "In addition, our customers will be able to enjoy the tunes of the 'Music City' onboard before they arrive and after they depart, compliments of our live in-flight entertainment programming."

"This is an exciting day for both JetBlue and Nashville," U.S. Senate Majority Leader Bill Frist said. "JetBlue's service from Nashville to New York will benefit our community's economy and travelers throughout Middle Tennessee. I'm happy to welcome JetBlue to Tennessee."

"I would like to welcome JetBlue to Tennessee," said Governor Phil Bredesen. "To CEO David Neeleman and the entire JetBlue team, I know you will find Tennessee a great place to do business and I know that Tennesseans will enjoy having more travel choices. Thank you again for choosing Tennessee."

"I'm proud to welcome JetBlue Airways to Nashville," said Congressman Jim Cooper. "With this new service, nonstop to New York, Middle Tennesseans will have more options for convenient and competitively-priced airfares for business and leisure travel."

"JetBlue's arrival ties Music City more firmly to New York City and the world," said Mayor Bill Purcell. "This is an important new partnership that will enrich Nashville's business and tourism travel opportunities."

"JetBlue's much anticipated arrival has been in the making for three years and we're very pleased and excited to welcome them as a strategic partner in BNA's diverse landscape of air carriers," said MNAA President and CEO Raul Regalado. "JetBlue prides itself on the JetBlue experience -- low fares, friendly service and superior inflight amenities and their decision to launch service from Music City will afford mid-South consumers even more value, service and style in their air service options."

Service to Nashville will be operated with JetBlue's EMBRAER 190 fleet. Members of JetBlue's customer loyalty program, TrueBlue, will receive 4 points per flight, with double points awarded for purchasing online at www.jetblue.com. Customers can earn free travel even faster by using the JetBlue Card from American Express, which also allows TrueBlue members to continually extend the life of their TrueBlue points.

JetBlue's New Service between New York's JFK and Nashville, TN:

New York (JFK) to Nashville, TN (BNA)	Nashville (BNA) to New York (JFK)
Depart -- Arrive	Depart -- Arrive
9:00am -- 10:30am	6:15am -- 9:25am (eff. 9/1/06)
3:10pm -- 4:40pm	11:15am -- 2:30pm
9:15pm -- 10:45pm	5:15pm -- 8:30pm
-- all times local --	

Nashville becomes the first of six new destinations the low-fare carrier plans to launch in as many weeks, including Houston, TX (service begins 9/7/06); Aruba (service begins 9/15/06); Sarasota/Bradenton, FL (service begins 9/21/06); Tucson, AZ (service begins 9/28/06); and Columbus, OH (service begins 10/3/06).

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 (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(r) coffee, and delicious wines selected by the airline's Low Fare Sommelier, Josh Wesson from Best Cellars(r). On overnight flights

from the West, the airline now offers Shut-Eye Service(tm), with a comfort kit 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) DIRECTV(r) service is not available on flights outside the continental United States; however, where applicable FOX InFlight(tm) is offered complimentary on these routes. FOX InFlight(tm) is a trademark of Twentieth Century Fox Film Corporation. JetBlue's in-flight entertainment is powered by LiveTV, a wholly owned subsidiary of JetBlue.

(b) All fares are subject to change without notice. Sale fares require up to a 7-day advance purchase. All travel must be booked by September 15, 2006, 11:59 PM MDT. 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 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.

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.

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

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