JetBlue Starts the Texas Two-Step

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New York's Hometown Airline Begins Three Daily Nonstop Flights From Houston's Hobby Airport to New York City (JFK), Following the Launch of Its Service to Austin Earlier This Year

HOUSTON, Sept. 7, 2006 (PRIMEZONE) -- JetBlue Airways (Nasdaq:JBLU) today begins three daily nonstop flights between Houston's Hobby Airport and New York's John F. Kennedy International Airport (JFK). Customers will enjoy JetBlue's award-winning service along with fares that are up to 50 percent lower than pre-JetBlue fares. The airline is currently offering a special $79(a) fare each way between JFK and Houston. Regular one-way fares will range between $117(a) and $349(a). Houston is the second Texas-served city for the airline, which launched three daily flights from Austin to New York-JFK as well as one daily flight to Boston's Logan Airport in January.

JetBlue is also celebrating its inaugural service by offering $99(a) special sale fares each way from Houston to the following destinations via connecting service at JFK: Boston, MA; Burlington, VT; Buffalo, Rochester and Syracuse, NY; Charlotte and Raleigh-Durham, NC; Columbus, OH; Pittsburgh, PA; Portland, ME; Richmond, VA; and Washington DC (Dulles).

"The beginning of Houston service marks JetBlue's continued expansion into short and medium-haul markets, offering more low-fare options to Houstonians. We are proud to welcome Houston as our 43rd destination and look forward to sharing the JetBlue experience, including the most live entertainment options to customers in Texas," said David Neeleman, JetBlue's founder and CEO.

"We are very pleased to welcome JetBlue Airways to Houston," said Houston Mayor Bill White. "They will enjoy Houston's great business climate and be a successful addition to our growing air transportation network."

Service will be flown on JetBlue's A320 fleet, featuring 156 comfy leather seats, 36 channels of free DIRECTV(r) programming(b) and industry-leading legroom. Members of JetBlue's customer loyalty program, TrueBlue, will receive four points per flight, with double points awarded for purchasing online at www.jetblue.com. Customers can earn TrueBlue points even faster by using the JetBlue Card from American Express. Every time cardholders purchase JetBlue travel with the Card, or earn at least one TrueBlue point through purchasing, all TrueBlue points in the member's account automatically extend for another twelve months.

JetBlue's schedule to Houston, TX:

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
8:00pm -- 11:00pm	5:00pm -- 9:45pm
-- all times local --	

Houston becomes the second of six new destinations the low-fare carrier plans to launch in as many weeks, including Nashville, TN (service began 8/31/06); 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 43 destinations with more than 470 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(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) All fares are subject to change without notice. Fares may require up to a 14-day advance purchase. All sale fares must be booked by September 21, 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. (c) 2006 JetBlue Airways

(b) 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.

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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