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No Airline Offers More Live Inflight Entertainment

NEW YORK, Sept. 13, 2006 (PRIMEZONE) -- JetBlue Airways Corp. (Nasdaq:JBLU) today welcomes CBS television to its line-up of 36 channels of DIRECTV(r) programming, the most live digital TV offered by any airline. Starting today, JetBlue customers will enjoy CBS programming on all flights, including hit shows such as CSI, The Late Show with David Letterman, Big Brother and Survivor, in addition to the network's award-winning daytime dramas and news programs like The Early Show, 48 Hours, the CBS Evening News and 60 Minutes.

"WCBS gives our customers another way to stay in touch with what's happening in New York, our hometown, as well as the opportunity to enjoy network programming from CBS," said Andrea Spiegel, JetBlue's Vice President of Sales and Marketing. "JetBlue customers love the free TVs at every seat, and now they don't have to miss their favorite CBS shows while traveling on JetBlue."

"As the pioneer and world leader in offering live in-seat television, it's great to see CBS programming on JetBlue," said Glenn Latta, LiveTV(tm) President. "The teammembers at LiveTV are committed to providing the best in-flight entertainment in the industry."

WCBS, the New York City-based CBS owned and operated station, will be broadcast on JetBlue flights, keeping customers informed of local New York news as well as national CBS programming.

"It's great to have America's most watched network available live on JetBlue," said George Schweitzer, President, CBS Marketing Group. "The combination of CBS's leading entertainment, news and sports programming mixed with local news information from WCBS-TV New York will surely provide compelling viewing to passengers aboard JetBlue, and make their trips that much more enjoyable."

"We are thrilled to air WCBS-TV News on JetBlue and stay connected to our community as they travel," said Peter Dunn, President and General Manager, WCBS-TV. "Now you are never far from home."

"The addition of WCBS' quality programming to our in-flight digital TV service enhances what is already the best news and entertainment experience in the air," said Dan Fawcett, executive vice president, Programming Acquisition, DIRECTV, Inc. "With DIRECTV's live delivery of programming directly to the aircraft, flying JetBlue means never having to miss your favorite CBS network programming."

For a full list of live entertainment programming available on JetBlue, including more than 100 channels of XM Satellite Radio(tm) and current movies from FOX InFlight(tm), please visit http://www.jetblue.com/havefun/entertainment.asp.

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 up to 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.

(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.

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

The LiveTV, LLC logo is available at http://www.primezone.com/newsroom/prs/?pkgid=2067

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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