From Metropolis to Mayan - JetBlue Announces Nonstop Service to Cancun, Mexico

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            Bienvenido a Cancun, Sinceramente JetBlue!
              (Welcome to Cancun, Sincerely JetBlue)

 New York's Hometown Airline to Offer $99(a) Introductory Fare
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JetBlue Airways Corp. (Nasdaq:JBLU), today announces that the low-fare carrier has been granted United States government approval to operate nonstop service from New York's John F. Kennedy International Airport (JFK) to Cancun, Mexico, beginning November 30(b).

JetBlue will kick off this new service by offering a $99(a) introductory fare each way between JFK and Cancun. The airline's regular one-way fares between JFK and Cancun will range from $129 to $349 each way when booked at www.jetblue.com or by calling 1-800-JETBLUE or 8008613372 if calling from Mexico.

JetBlue is also celebrating its inaugural service by offering a $109(a) special sale fare each way between Cancun and the following destinations via connecting service at JFK: Boston, MA; Burlington, VT; Buffalo, Rochester and Syracuse, NY; Pittsburgh, PA and Washington DC (Dulles). The carrier's regular fares in these markets will range from $149(a) to $399(a) each way.

"I am thankful to the staff at the Department of Transportation for finding JetBlue's application superior to that of other applicants," said JetBlue's founder and CEO David Neeleman. "We couldn't have won this proceeding without the support of our crewmembers and the continued support of our key partners, in particular those who personally urged the Department to consider JetBlue, including Senator Charles Schumer, Senator Hillary Rodham Clinton, Senator Patrick Leahy, Congresswoman Louise Slaughter, Congressman Jim Walsh and Congressman Gregory Meeks. We look forward to bringing our award-winning JetBlue Experience to Mexico."

"This is great news for anyone who thought their chance to sit on a beach this year ended on Labor Day," said Senator Charles Schumer. "College kids and New Yorkers everywhere now have a direct and affordable line to a place where the sun is hot and the only umbrella you need is the one that comes in your beverage."

"Congratulations to JetBlue on opening up another route to and from New York. JetBlue continues to build on its success and we look forward to them opening even more routes, which means more opportunities for people to visit New York and do business here," Senator Clinton said.

"JetBlue's expansion into new routes in Mexico and the Caribbean is great news for the New York traveler," said Rep. Jim Walsh. "JetBlue proves that the airline industry can combine reasonable air fares and strong, accessible service into a quality product."

"With this decision, the Department of Transportation has recognized JetBlue's record of excellence," Rep. Louise Slaughter said. "The expansion of JetBlue's service into the Cancun market means that more customers will be able to benefit from this leading, low-cost airline. It also means a brighter future for a company that has played a key role in bolstering New York's economy. It is a win for JetBlue, a win for New York, and a win for advocates of low fare air service."

"JetBlue continues to meet and exceed the traveling demands of New Yorkers," said Congressman Gregory Meeks. "I welcome JetBlue's new service to Cancun and thank New York's low fare hometown airline for reaffirming JFK Airport's status as the world's premier international gateway."

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JetBlue's Cancun schedule:
New York (JFK) to Cancun (CUN)        Cancun to New York
Depart - Arrive                       Depart - Arrive
8:15 AM - 11:25 AM                    12:20 PM - 5:05 PM
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Service to Cancun will be operated with JetBlue's A320 fleet. Members of JetBlue's customer loyalty program, TrueBlue, will receive six 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 other purchases using the Card, all TrueBlue points in the member's account automatically extend for another 12 months.

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 (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(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 8008613372 if calling from Mexico, 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. Introductory and sale fares may require up to a 14-day advance purchase. All introductory and sale fares must be booked by September 28, 2006, 11:59 PM MDT. Introductory and sale travel must be completed by December 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 8008613372 if calling from Mexico (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. Cancun fares also do not include international taxes and fees of up to $49.62 each way. 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.

(b) Subject to receipt of government operating authority.

(c) 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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