Bon Bini, Aruba! JetBlue Launches Service to Its Newest International Destination

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Low-Fare Carrier Now Flies to Seven Exciting Caribbean/Atlantic Destinations

NEW YORK, Sept. 15, 2006 (PRIMEZONE) -- JetBlue Airways (Nasdaq:JBLU) today begins new nonstop service between the island of Aruba and its home base, New York's John F. Kennedy International Airport (JFK). The daily flight will increase to seven the number of Caribbean/Atlantic destinations served by the low-cost airline and will feature JetBlue's award-winning service, complimentary first-run movies and bonus features from FOX InFlight(tm) (a), and comfy, all-leather seats with industry-leading legroom. The low-fare carrier is currently offering a $129(b) sale fare each way. Regular one-way fares will range between $149(b) and $399(b) each way.

JetBlue now offers service to seven Caribbean/Atlantic destinations: Aruba; Nassau, The Bahamas; Bermuda; San Juan, Ponce, Aguadilla, Puerto Rico and Santiago, in the Dominican Republic. The low-fare carrier yesterday announced its intention to begin nonstop daily service between JFK and Cancun, Mexico, on November 30(c).

"We are delighted to offer JetBlue customers a first-rate travel experience to and from the island of Aruba," said JetBlue Founder and CEO David Neeleman. "With daily nonstop service from New York, our hometown, and convenient connections with dozens of other exciting cities, we hope to bring first-time visitors as well as repeat visitors to the island."

"Following two years of active discussions between the Aruba Airport Authority (AAA N.V.) and the most successful low-cost airline carrier in the United States, JetBlue, Aruba is proud to have been added to their list of favorite destinations," said Edison Briesen, Aruba Minister of Tourism and Transportation.

"We are all really excited about JetBlue's daily service to Aruba," said Managing Director of Aruba Airport Authority Peter Steinmetz. "Today's inaugural flight symbolizes a welcome new service that will substantially increase the airlift capacity from our major market, the northeast region of the United States. The Aruba Airport Authority gives its warmest welcome to its newest partner JetBlue Airways and wishes the airline the very best in its endeavors. JetBlue's success is our success."

Service to Aruba 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.

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JetBlue's daily Aruba schedule:

New York (JFK) to Aruba (AUA)         Aruba (AUA) to New York (JFK)
Depart - Arrive                       Depart - Arrive
8:20am - 1:00pm                       2:00pm - 6:45pm
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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 44 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.

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. Fares may require up to a 14-day advance purchase. The $129 sale fare is available for travel Monday

through Thursday only and travel at this fare level must be completed by December 13, 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. Aruba fares also do not include government fees and taxes of up to $63.25. 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) Subject to receipt of government operating authority.

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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