JetBlue Adds Its Seventh Destination to the Sunshine State: Now Serving Sarasota Bradenton

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Low-Fare Carrier Announces Second Daily Seasonal Flight Beginning February 15

NEW YORK, Sept. 21, 2006 (PRIMEZONE) -- JetBlue Airways (Nasdaq:JBLU) today celebrates the launch of its new daily nonstop service between Sarasota Bradenton (SRQ) and New York's John F. Kennedy International Airport (JFK), making it the seventh city in Florida serviced by the low-fare carrier. The low-fare carrier today announced it will offer an additional daily flight between New York and Sarasota Bradenton. The additional flight will be offered seasonally, between February 15 and April 30, 2007.

JetBlue is currently offering a $59(a) sale fare each way between New York and Sarasota Bradenton. Regular one-way fares will range between $99(a) and $299(a). In addition, customers can fly JetBlue to the following destinations via connecting service at JFK: Burlington, VT; Buffalo, Rochester and Syracuse, NY; Columbus, OH; Pittsburgh, PA; and Richmond, VA. Regular one-way fares from New York to these cities will range between $99(a) and $349(a).

"We are thrilled to expand our service to Sarasota Bradenton, our seventh destination in the Sunshine State, providing new customers with low fares, award-winning service and an experience that can only be found on JetBlue," said David Neeleman, JetBlue's CEO. "Residents and visitors to Sarasota Bradenton and her islands will now have an easier way to connect to New York with our daily nonstop flights and additional high-season service."

"We are very excited about the start of service by JetBlue," said SRQ President and Chief Executive Officer Fredrick Piccolo. "It is a carrier the community and the airport have desired for a long time and we are confident they will be very successful at SRQ."

In addition to low fares, JetBlue customers in Sarasota Bradenton can look forward to 36 channels of DIRECTV(r) programming(b) on their seat-back televisions, while sitting in a comfy all-leather seat with industry-leading legroom. Service to Sarasota Bradenton will be operated with JetBlue's A320 fleet. 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 other purchasing using the Card, all TrueBlue points in the member's account automatically extend for another 12 months.

JetBlue's schedule between Sarasota Bradenton and New York:

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New York (JFK) to                  Sarasota Bradenton, FL (SRQ) to
Sarasota Bradenton, FL (SRQ)       New York (JFK)

Depart - Arrive                    Depart - Arrive
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9:30am - 12:30pm                   1:15pm - 4:05pm
1:05pm - 4:10pm                    4:50pm - 7:30pm
(Effective 2/15 - 4/30)            (Effective 2/15 - 4/30)
- all times local -
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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(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.

(a) All fares are subject to change without notice. Fares require up to a 14-day advance purchase. Sale fare must be purchased by October 5, 2006, 11:59 PM MT for travel completed by December 15, 2006. Sale fare is available for travel on Monday, Tuesday, Wednesday, and Saturday only. Sale fare is not available for travel between November 16 and November 28, 2006. 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.

(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.

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

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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