JetBlue Launches Redesigned jetblue.com

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              Refreshed Site Features JetBlue Customers
               Redesign Powered by Customer Feedback
                  "Making the Best Even Better"
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JetBlue Airways (Nasdaq:JBLU) today officially launches its new design for www.jetblue.com, featuring a new streamlined booking flow and newly organized content based on feedback from JetBlue's customers.

"Our customers loved the old jetblue.com, but we knew we could make the best even better," said David Neeleman, JetBlue's CEO and Founder. "So we asked our customers what they want the most from our website, and they told us. First -- make travel deals easier to find. Second -- make it easy to manage travel plans. And finally, make it easy to find information. Our new jetblue.com site was designed by our customers, so it was only appropriate to feature real JetBlue customers on the site. We hope you enjoy our redesigned website as much as you enjoy flying JetBlue."

"We travel JetBlue to visit friends and family," said JetBlue customer Dave Lipp of Brooklyn, NY, one of the many JetBlue customers featured on the new www.jetblue.com. "If it weren't for JetBlue they might never see us -- no way are we spending three hours in tiny seats on a regular airline!"

"The refreshed www.jetblue.com website continues to feature services important to JetBlue customers, including easy flight booking, vacation packages, and online flight check-in up to 24 hours prior to flight time," said Peter Scherr, JetBlue's Director of Interactive Marketing. "In addition to these standard services, JetBlue also offers the only fully-automated loyalty program, TrueBlue, where travel awards are automatically issued and TrueBlue members can redeem their TruePass awards online for one-way or round trip travel." Earlier this year, JetBlue introduced online bag check, where customers can check their bags in from home or office, and print the baggage tags directly from their boarding pass at the airport prior to their flight.

"The redesign was based on a thorough understanding of JetBlue's customers and business," said Aaron Shapiro, Director of Client Services at HUGE, JetBlue's business partner for the website redesign. "User testing, website analytics and customer service data formed the basis of all design decisions."

HUGE is a strategic design consulting organization that develops commercially successful websites, software and branding solutions for some of the smartest and most demanding companies in the world. Since its founding in 1999, HUGE has developed a methodology and culture that combine the most relevant aspects of research, design and technology to grow client businesses. Clients include IKEA, JetBlue Airways and Scholastic. For more information, please contact press@hugeinc.com or 718.625.4843 x10.

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 45 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.

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