The Talk of Tucson: JetBlue Begins Non-Stop Service From the Old Pueblo to New York City

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Daily Nonstop Flight Features Airline's Signature Shut-Eye Service(tm)

NEW YORK, Sept. 28, 2006, Sep 28, 2006 (PRIMEZONE via COMTEX News Network) -- JetBlue Airways (Nasdaq:JBLU), known for its comfy all-leather seats, generous leg room and the most live entertainment options in the skies, today launches daily nonstop service between its home base at New York City's John F. Kennedy International Airport (JFK) and Tucson (TUS), its 46th BlueCity. The airline is currently offering a special $129(a) fare each way between JFK and Tucson. Regular one-way fares will range between $149(a) and $399(a). Tucson, nicknamed "The Old Pueblo," is the oldest city in Arizona and the second city in the state served by the low-fare carrier, which launched service to Phoenix in October 2004.

JetBlue is also celebrating its inaugural service by offering $129(a) special sale fares each way from Tucson to the following destinations via connecting service at JFK: Boston, MA; Burlington, VT; Buffalo, Rochester and Syracuse, NY; Charlotte and Raleigh-Durham, NC; Columbus, OH; Pittsburgh, PA; Portland, ME; Richmond, VA; and Washington DC (Dulles). Regular one-way fares to these connecting markets will range between $179(a) and $449(a).

JetBlue's signature "Shut-Eye" Service(tm), offered on the airline's overnight flights from the West, will also be included on flights from Tucson to New York (JFK). Customers will receive an amenity kit designed exclusively for JetBlue by Bliss Spa, which includes an eye mask, ear plugs, Bliss' lemon+sage body butter, and Bliss lip balm. In addition to these special amenities, customers will wake-up to freshly brewed Dunkin' Donuts coffee and a "good morning" hot towel service.

"Customer loyalty, coupled with high demand for JetBlue's award-winning service, has given us reason to expand into Tucson, our fifth new BlueCity in the past five weeks and the 13th addition this year," said David Neeleman, JetBlue's founder and CEO. "Our crewmembers are excited to share the JetBlue experience with our newest Tucson customers, whether traveling for business or pleasure."

"Many Tucsonans are excited about the arrival of JetBlue to Tucson," said Mayor Bob Walkup. "More frequent air service at competitive rates will help our business people and other travelers a great deal. Thanks to JetBlue for choosing Tucson."

"JetBlue's outstanding quality, customer service and affordable fares make them one of the most sought after airlines in the industry," said Tucson Airport Authority President/CEO Bonnie Allin. "We are delighted to have JetBlue here in Tucson and we know the residents of this community will be very supportive of this new service. When we ask our customers which new services they'd most like to have available in Tucson, JetBlue's nonstop service to JFK is always at the top of the list."

JetBlue will offer one daily flight between New York and Tucson onboard its Airbus A320. The 156-seat aircraft offers customers roomy all-leather seats, 36 channels of free DIRECTV programming (b) on seat-back televisions as well as a selection of first-run movies and bonus features for a small additional fee from FOX InFlight(tm). 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 purchasing using the Card, all TrueBlue points in the member's account automatically extend for another 12 months.

JetBlue's schedule between Tucson and New York:

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New York (JFK) to Tucson, AZ (TUS)    Tucson, AZ (TUS) to New York (JFK)
Depart - Arrive                       Depart - Arrive
8:00pm - 10:30pm                      11:30pm - 7:15am
- 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 46 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.

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

(a) All fares are subject to change without notice. Fares require up to a 14-day advance purchase. Sale fares are valid for travel completed by Nov. 15, 2006. Sale fares may not be available on all days or on all flights. Sale fares are valid for travel on Tuesday, Wednesday, and Saturday. 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. (c)2006 JetBlue Airways

(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.

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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