# Columbus Goes Wild for JetBlue: Now Connecting Ohioans to New York City

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**Low-Fare Carrier Announces Daily Nonstop Service to Boston Beginning October 18**

NEW YORK, Oct 3, 2006 (PrimeZone Media Network via COMTEX News Network) -- JetBlue Airways (Nasdaq:JBLU) today launches non-stop service between Columbus, OH and New York's John F. Kennedy International Airport (JFK) with famed Ohioan Jack Hanna, Director Emeritus of the Columbus Zoo and Aquarium, and several of his adored zoo animals presiding over the celebration at Port Columbus International Airport. The addition of four daily flights from Columbus to New York marks the carrier's 47th destination. JetBlue continues its expansion in Columbus on October 18 with the addition of daily nonstop service to Boston. The airline is currently offering a special $39(a) fare each way between Columbus and New York or Boston. Regular one-way fares will range between $89(a) and $199(a), up to 69 percent lower than pre-JetBlue fares.

JetBlue customers can also visit the following destinations from Columbus via connecting service at JFK: Aguadilla, PR; Austin, TX; Bermuda; Boston, MA; Burbank, CA; Burlington, VT; Charlotte, NC; Fort Myers, FL; Houston, TX; Jacksonville, FL; Nassau, Bahamas; New Orleans, LA; Ontario, CA; Orlando, FL; Ponce, PR; Portland, ME; Portland, OR; Rochester and Syracuse, NY; Sacramento, CA; Salt Lake City, UT; San Diego, CA; San Juan, PR; Santiago, DR; Sarasota Bradenton, FL; Tucson, AZ; and West Palm Beach, FL. Destinations from Columbus via connecting service at BOS or JFK include: Buffalo, NY; Denver, CO; Fort Lauderdale, FL; Las Vegas, NV; Long Beach, CA; Oakland, CA; Phoenix, AZ; Raleigh-Durham, NC; Seattle, WA; San Jose, CA; Tampa, FL; and Washington, D.C. (Dulles).

"We love to hear from our customers about the routes they'd most like JetBlue to add to our growing list of destinations, and Columbus is a city that repeatedly rose to the top," said David Neeleman, JetBlue's CEO. "We are excited to offer Ohioans our low fares and award-winning service, as well as an easier way to connect to New York, Boston and 38 other cities that JetBlue flies."

"Air service is a vital component of a city's success and we highly value the nonstop flights JetBlue is now offering at Port Columbus," said Columbus Mayor Michael B. Coleman.

"On behalf of the Columbus community I welcome JetBlue and thank them for bringing their fantastic airline to Port Columbus," said Kathy Ransier, Board Chair for the Columbus Regional Airport Authority. "JetBlue's reputation fits perfectly with our history of providing Central Ohio with affordable, high-quality air service delivered with the customer in mind."

Customers will travel to and from Columbus on JetBlue's brand-new EMBRAER 190. This 100-seat aircraft offers customers comfy all-leather seats and the most live entertainment options in the skies today, with 36 channels of DIRECTV(r) programming(b) and more than 100 channels of XM Satellite Radio(r). Members of JetBlue's customer loyalty program, TrueBlue, will receive two 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.

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JetBlue's schedule between New York JFK and Columbus, OH:
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New York, NY (JFK) to                  Columbus, OH (CMH) to
Columbus, OH (CMH)                     New York (JFK)
------------------------------------------------------------
Depart - Arrive                        Depart - Arrive
------------------------------------------------------------
8:35am - 10:25am                       6:30am - 8:15am (eff. 10/4,
                                        except Sundays)
------------------------------------------------------------
12:50pm - 2:40pm                       11:00am - 12:45pm
------------------------------------------------------------
4:55pm - 6:45pm                        3:15pm - 5:00pm
------------------------------------------------------------
9:40pm - 11:30pm (except Saturdays)    7:20pm - 9:05pm
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Boston, MA (BOS) to                    Columbus, OH (CMH) to
Columbus, OH (CMH)                     Boston (BOS)
------------------------------------------------------------
Depart - Arrive                        Depart - Arrive
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-------------------------------------------------------------
9:15am - 11:20am                      11:55am - 1:50pm
 (Effective 10/18)                     (Effective 10/18)
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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 47 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 must be purchased by October 9, 2006, 11:59 PM MDT, and travel must be completed by December 15, 2006. Sale fares are not valid for travel between November 16 and November 28, 2006. Sale fares may not be available on all fares 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.

(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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