JetBlue Airways Launches Countdown Sale

Oct 17, 2006

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     Sale Fares Start at $49(a) for Flights Within the Northeast;
            $59(a) From Washington, DC/Dulles to Florida;
            and $69(a) From New York & Boston to Florida

           Sale Fares to Additional JetBlue Destinations
                          Available Online
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NEW YORK, Oct. 17, 2006 (PRIMEZONE) -- JetBlue Airways (Nasdaq:JBLU) today launches a three-day Countdown Sale, with special low fares available on flights to most JetBlue destinations. Fares as low as $49(a) are available between New York/JFK and Burlington, VT; Buffalo, Rochester and Syracuse, NY; Columbus, OH; Pittsburgh, PA; and Portland, ME; as well as between Boston and Buffalo, NY and between Boston and Columbus, OH (service begins 10/18/06). Fares as low as $59(a) are available between Washington, DC/Dulles and Florida. Fares as low as $69(a) are available between New York and Florida and between Boston and Florida.

Sale fares are valid for travel on Tuesday, Wednesday and Saturday, and must be purchased by 11:59 p.m. MST, October 19, 2006. Sale fares are valid for travel completed by December 15, 2006, and require up to a 14-day advance purchase. Other restrictions apply(a). Sale fares to additional JetBlue destinations are available online at www.jetblue.com/?source=pr.

Select Countdown Sale Fares (additional sale fares and destinations available online):

New York/JFK to:	Countdown Sale
Buffalo, Rochester and Syracuse, NY	$49 (a)
Burlington, VT	$49 (a)
Columbus, OH	$49 (a)
Pittsburgh, PA	$49 (a)
Portland, ME	$49 (a)

Boston Logan to:	Countdown Sale
Buffalo, NY	$49 (a)
Columbus, OH (service begins 10/18/06)	$49 (a)
Pittsburgh, NY	$59 (a)

Washington, DC/Dulles to Florida:	Countdown Sale
Fort Lauderdale, West Palm Beach	$59 (a)

New York/JFK to Florida:	Countdown Sale
Fort Lauderdale, Fort Myers, Jacksonville, Orlando, Tampa, West Palm Beach	$69 (a)

New York/LaGuardia to Florida:	Countdown Sale
Fort Lauderdale, Orlando, West Palm Beach	$69 (a)

Newark to Florida:	Countdown Sale
Fort Lauderdale, Fort Myers, Orlando, Tampa, West Palm Beach	$69 (a)

Boston Logan to Florida:	Countdown Sale
Fort Lauderdale, Orlando, Tampa, West Palm Beach	$69 (a)

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 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. Sale fares require up to a 14-day advance purchase. Travel must be booked by October 19, 2006, 11:59 PM MT. Cancun service begins November 30, 2006 pending government operating authority. Burbank/Las Vegas and Burbank/Orlando travel must be completed by November 13, 2006. All other travel must be completed by December 15, 2006. Blackout dates for all travel are between November 16, 2006 and November 28, 2006. Dominican Republic, The Bahamas, Bermuda, Mexico, and Puerto Rico travel must take place Monday through Wednesday (for southbound travel) or Tuesday through Thursday (for northbound travel). All other travel must take place on Tuesday, Wednesday, or Saturday. Sale fares may not be available on all days or on all flights. 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, (1-200-9898 if located in the Dominican Republic, 1-800-884-9616 if located in Bermuda, or 1-800-861-3372 if located in Mexico), or at jetblue.com (in the case of changes), 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. Dominican Republic, The Bahamas, Bermuda, and Mexico fares also do not include government fees and taxes of up to $71.45 each way. Puerto Rico fares also do not include a U.S. Departure Tax of $14.50 each way. 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 is offered complimentary on these routes. FOX InFlight 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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