Photo Release -- JetBOO Launches Spooktacular Halloween Sale

Oct 24, 2006

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JetBlue Sale Fares on 31 Routes Begin at $31(a) for Travel on October 31

NEW YORK, Oct. 24, 2006 (PRIMEZONE) -- Skip the tricks -- here's a treat: JetBlue Airways (Nasdaq:JBLU) today launches a special $31(a) sale fare for 31 routes for customers traveling this Halloween, October 31, 2006. Customers may purchase the special JetBOO Halloween Fares in combination with JetBlue's everyday low fares if customers require part of their travel before or after Halloween. Round-trip purchase is never required on JetBlue.

A photo accompanying this release is available at http://www.primezone.com/newsroom/prs/?pkgid=2976

"How many kids can say they trick-or-treated at 31,000 feet?" said David Neeleman, JetBlue's Founder and CEO. "With JetBlue's convenient schedule, you have your pick of JetBOO! flights from which to choose."

Destinations include: Aguadilla, PR; Boston, MA; Buffalo, NY; Burbank, CA; Columbus, OH; Las Vegas, NV; Long Beach, CA; Nashville, TN; New York, NY; Oakland, CA; Orlando, FL; Pittsburgh, PA; Raleigh-Durham-Chapel Hill, NC; Richmond, VA; Sacramento, CA: Salt Lake City, UT; and Washington, DC/Dulles.

Trick-or-treaters will be treated to award-winning service, roomy, all-leather seats, 36 channels of live 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). JetBlue customers enrolled in the airline's flight gratitude program, TrueBlue, will earn two TrueBlue points each way, with double points awarded for travel purchased 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.

Sale fares are valid for travel on Tuesday, October 31, and must be purchased by 11:59 p.m. MST, October 25, 2006. Sale fares to additional JetBlue destinations are available online at www.jetblue.com/?source=pr.

Select JetBOO Sale Fares include travel between Aguadilla, PR and Orlando, FL; Burbank, CA and Las Vegas, NV; and Sacramento, CA and Salt Lake City, UT. The fare sale also includes travel between the following cities (additional sale fares and destinations available online):

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Boston Logan to:                    New York/JFK to:
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Buffalo, NY                         Boston, MA
Columbus, OH                        Columbus, OH
Nashville, TN                       Nashville, TN
New York/JFK, NY                    Pittsburgh, PA
Pittsburgh, PA                      Raleigh-Durham-Chapel Hill, NC
Raleigh-Durham-Chapel Hill, NC      Richmond, VA
Richmond, VA                        Washington, DC/Dulles
Washington, DC/Dulles

                                    Pittsburgh to:
Buffalo, NY to:                     --------------
---------------                     Boston, MA
Boston, MA                          Nashville, TN
Columbus, OH(c)                     New York/JFK, NY
Raleigh-Durham-Chapel Hill, NC(c)   Raleigh-Durham-Chapel Hill, NC
Washington, D.C./Dulles             Richmond, VA
(c)(via Boston only)                Washington, DC/Dulles


Columbus, OH to:                    Washington, DC/Dulles to:
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Boston, MA                          Boston, MA
Buffalo, NY                         Buffalo, NY
Raleigh-Durham-Chapel Hill, NC      Columbus, OH
Washington, DC/Dulles               Nashville, TN
                                    New York/JFK, NY
                                    Pittsburgh, PA
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Long Beach, CA to:                  Raleigh-Durham-Chapel Hill, NC
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Oakland, CA
Sacramento, CA
Salt Lake City, UT
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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. Sale fares are only available through October 25, 2006, 11:59 PM MT. Sale fares are only valid for travel on Tuesday, October 31, 2006 and travel must be booked by October 25, 2006, 11:59 PM MT. Sale fares are only valid for travel on Tuesday, October 31, 2006. All travel must commence on and be completed by Tuesday, October 31, 2006. Travel between Buffalo, NY and Columbus, OH or Raleigh-Durham, NC may be via/thru Boston, MA only. Sale fares are limited, capacity is controlled, and sale fares may not be available 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, 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. 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(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 being subject to potential unionization; 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.

Photo also available via AP PhotoExpress.


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