Chicago -- You are JetBlue's Kind of Town

Oct 26, 2006

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  The Airline Known for 36 Channels of Free TV Offers a Special
     Intro Fare of $36(a) to New York or LA for Next 36 Hours

    Five Daily Flights to New York/JFK and Two Daily Flights
      to LA/Long Beach from Chicago's O'Hare International
                 Airport Begin January 4
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JetBlue Airways (Nasdaq:JBLU) today is pleased to announce it will begin nonstop service to Chicago's O'Hare International Airport from New York's John F. Kennedy International Airport (JFK) and LA/Long Beach Airport effective January 4, 2007. Chicago will be the low-fare, low-cost airline's 50th destination, and the first new destination the low-fare carrier will launch in 2007.

JetBlue is the only airline to offer 36 channels of free DIRECTV(r) programming on every flight to/from Chicago's O'Hare International Airport. To celebrate this with our customers, JetBlue will offer a special $36(a) fare on its new flights between Chicago/O'Hare and New York/JFK and LA/Long Beach. This special fare will only be available for the next 36 hours.

Just in case customers miss JetBlue's 36-hour, $36(a) fare, the low-fare carrier continues the celebration with introductory "O'Hare Fares" to New York/JFK and LA/Long Beach from Chicago/O'Hare. JetBlue's "O'Hare Fares" to New York/JFK will start at $59(a) each way. Regular fares will range between $89(a) and $249(a) each way. JetBlue's "O'Hare Fares" to LA/Long Beach will start at $89(a) each way, with regular fares ranging between $129(a) and $349(a) each way. On JetBlue, all fares are one-way, and a Saturday night stay is never required.

"Chicago has consistently ranked No. 1 on our customers' wish list of JetBlue destinations for a long time, and we are happy to bring our award-winning service and low fares to the Second City," said JetBlue CEO and Founder David Neeleman. "With up to five daily flights to New York's JFK, and up to two daily flights to LA's Long Beach Airport, Chicagoans and visitors to this great city will love our signature 36 channels of DIRECTV programming. JetBlue makes flying fun again, and we look forward to offering the JetBlue Experience to our Chicago customers."

"JetBlue's innovative approach to air travel is a welcome addition to O'Hare and will benefit the citizens of Chicago and surrounding communities," said Chicago Mayor Richard M. Daley. "This announcement showcases the strength of the Chicago market and is another indication of our region's economic viability and the appeal of Chicago as a great place to do business."

JetBlue's service between Chicago/O'Hare and New York/JFK, effective January 4, 2007 unless otherwise noted:

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=====================================================================
Chicago O'Hare (ORD)     New York (JFK) to
to New York (JFK)        Chicago O'Hare (ORD)
---------------------------------------------------------------------
Depart - Arrive          Depart - Arrive
---------------------------------------------------------------------
6:00am - 9:20am          7:00am - 8:40am (daily until 2/14;
 (except Sundays)          Mon-Saturday effective  2/15)
---------------------------------------------------------------------
9:25am - 12:45pm         9:55am - 11:35am (except Sunday until 2/14;
                           Daily effective  2/15)
---------------------------------------------------------------------
12:15pm - 3:35pm         1:15pm - 2:55pm
---------------------------------------------------------------------
3:40pm - 7:00pm          4:20pm - 6:00pm
---------------------------------------------------------------------
6:45pm - 10:05pm         8:00pm - 9:40pm
 (except Saturdays)       (except Saturdays)
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Service between Chicago/O'Hare and New York/JFK will be operated by JetBlue's fleet of Airbus 320 and EMBRAER 190 aircraft. JetBlue's aircraft feature the airline's signature inflight entertainment, 36 channels of free DIRECTV programming. JetBlue's EMBRAER 190 aircraft offer more than 100 channels of free XM Satellite Radio, as well.

JetBlue's customers in Chicago will have convenient connections to 26 destinations via New York/JFK, including: Aruba; Bermuda; Aguadilla, Ponce and

San Juan, PR; Nassau; and Santiago, Dominican Republic.

JetBlue offers special "O'Hare Fares," starting at $59(a) to the following destinations via connections in New York/JFK:

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         Boston, MA            Burlington, VT
         Buffalo, NY           Charlotte, NC
         Washington/Dulles     Pittsburgh, PA
         Portland, ME          Raleigh-Durham-Chapel Hill, NC
         Richmond, VA          Rochester, NY
         Syracuse, NY          Fort Lauderdale, FL
         Jacksonville, FL      Orlando, FL
         New Orleans, LA       West Palm Beach, FL
         Fort Myers, FL        Sarasota Bradenton, FL
         Tampa, FL
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JetBlue's Service between Chicago/O'Hare and LA/Long Beach effective January 4 unless otherwise noted:

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=====================================================================
Chicago O'Hare (ORD) to                 LA/Long Beach (LGB) to
LA/Long Beach (LGB)                      Chicago O'Hare (ORD)
---------------------------------------------------------------------
Depart - Arrive                         Depart - Arrive
---------------------------------------------------------------------
7:30am - 9:35am                         10:35am - 4:20pm
---------------------------------------------------------------------
5:10pm - 7:25pm                         4:55pm - 10:40pm
    (except Saturdays)                    (except Saturdays)
=====================================================================
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Service between Chicago/O'Hare and LA/Long Beach will be operated by the airline's Airbus 320 fleet, with 36 channels of free DIRECTV(r) programming as well as a selection of first-run movies and bonus features for a small additional fee from FOX InFlight(tm).

The low-fare airline is pleased to offer customers the special "O'Hare Fares" starting at $89(a) each way between Chicago/O'Hare and the following cities, with convenient connections in LA/Long Beach: Las Vegas; Salt Lake City; Oakland; Sacramento; and Salt Lake City. Regular fares between these cities and Chicago/O'Hare will range from $129(a) to $349(a) each way.

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 48 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. The $36 introductory fare must be booked by October 27, 2006, 11:59 PM MT. The $59/$89 introductory "O'Hare Fares" must be booked by November 9, 2006, 11:59 PM MT. All introductory-fare travel must be completed between January 4, 2007 and February 15, 2007. Travel must be completed by February 15, 2007. Sale fares may not be available on all days or on all flights. Sale fares are most often found on midweek travel dates. 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. 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. 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 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.

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