Photo Release -- Give the Gift of Travel This Holiday Season -- the JetBlue Gift Card is Coming to Town

Nov 01, 2006

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        Available Online and at Various Retail Locations

               Makes the Perfect Stocking Stuffer
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NEW YORK, Nov. 1, 2006 (PRIMEZONE) -- JetBlue Airways Corp. (Nasdaq:JBLU), known for low fares, award-winning service and the most live entertainment in the skies, today announces the launch of the JetBlue Gift Card -- just in time for the holiday season. JetBlue Gift Cards are available for purchase online at www.jetblue.com/?source=pr in denominations from $10 to $1,000, and in select retail locations nationwide later this year in $50 or $100 denominations(a).

A photo accompanying this release is available at http://www.primezone.com/newsroom/prs/?pkgid=2999

"JetBlue makes flying fun and affordable again, and the JetBlue Gift Card offers an easy way to share the JetBlue Experience with family and friends," said Brett Cochran, Manager Distribution and Sales Development for JetBlue Airways. "In addition to the gift of flight, customers will enjoy friendly, award-winning service, with industry-leading legroom and the most live -- and free! -- entertainment options, like 36 channels of free DIRECTV(r) at every all-leather seat."

JetBlue Gift Cards, which have no expiration date, are redeemable via 800-JETBLUE (800-538-2583), and may be used toward the purchase of air-only travel to any of the 47 destinations JetBlue serves, including flights outside the continental United States.

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/?source=pr.

(a) Gift cards have no value until activated by JetBlue Airways or cashier at time of purchase. Gift cards may be used toward the purchase of air-only travel on JetBlue and may not be applied toward changes to flights. Cards may be used by calling 1-800-JETBLUE (and soon, jetblue.com). Cards are not redeemable for cash or credit. Gift cards have no implied warranty and are not a credit or debit card. JetBlue is not responsible for lost or stolen cards. If lost or stolen, cards may be replaced with the remaining balance upon showing proof of original purchase. To check the balance on your card, please call 1-800-540-4062. Please see jetblue.com for additional terms and restrictions.

(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.

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

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.

The Photo is also available via AP PhotoExpress.


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CONTACT: JetBlue Corporate Communications
         (718) 709-3089
         CorporateCommunications@jetblue.com

         JetBlue Reservations
         (800) JET-BLUE (538-2583)
         http://www.jetblue.com/?source=pr
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