JetBlue Airways Offers Customers 100 Percent Trans-Fat Free In-Flight Snacks

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Chocobillys Chocolate Chunk Cookies Added to Low-Cost Airline's Wide Variety of Tasty, Complimentary Snacks

NEW YORK, Nov. 6, 2006 (PRIMEZONE) -- JetBlue Airways Corporation (Nasdaq:JBLU) today announced the addition of Immaculate Baking Company's Chocobillys(tm) Chocolate Chunk cookies to its complimentary snack selection. With the addition of these top-quality "Cookies with a Cause," effective December 15th, 2006, JetBlue will offer a 100% trans-fat free selection of tasty snacks and beverages.

"Customers have to actively seek out healthy snack alternatives when they're on the go, but now when they fly JetBlue any brand-name snack they choose will be trans-fat free," said David Neeleman, JetBlue's founder and CEO. "JetBlue customers deserve the best, whether it's a delicious snack, a cup of Dunkin' Donuts coffee, inflight entertainment choices or friendly service, and with 100% trans-fat free snack selections, we're providing the best possible customer experience."

"We're super excited about the partnership between our company and JetBlue," said Scott Blackwell, Founder and CEO of Immaculate Baking. "We applaud their initiative to serve healthier snacks on board and are delighted that our Chocobillys(tm) will be a part of this outstanding effort."

Chocobillys(tm) Chocolate Chunk cookies are handmade using only the finest, all-natural ingredients, including chocolate chunks, creamy butter and maple brown sugar. In addition to cookies, the JetBlue snack lineup also features Terra Blues(r) Potato Chips, made from naturally blue potatoes, which is the official snack of the airline. In lieu of traditional rolling carts, which often slow down service and block the aisles, JetBlue's snacks and beverages are hand-delivered by friendly inflight crewmembers. As an added bonus, the snacks are free and unlimited, and requests for seconds or thirds are never discouraged.

JetBlue's full line-up of complimentary trans-fat free snacks (1) includes:

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All Nuts(tm) Jumbo Cashew Halves
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Doritos(r) Munchies Mix
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Immaculate Baking Co.'s Chocobillys(tm) Chocolate Chunk
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Mamma Says(r) Pistachio or Gingerbread Biscotti
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Mrs. GoodCookie(r) Jungle Crackers
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Nabisco(r) 100 Calorie Pack Wheat Thins(r) Minis
(long-haul flights only)
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Terra Blues(r) Potato Chips
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(1) Snack selections may vary.

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 (a), 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) 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.

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