JetBlue Fans Call It in the Air: the Big Game, a Free Beer and Friendly Snack Delivery

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Low-Fare Airline's In-Flight Entertainment Keeps Customers in Touch With Football Pastime

NEW YORK, Jan. 30, 2007 (PRIME NEWSWIRE) -- Whether it's the big game, the multimillion-dollar commercials or the halftime show that captures the attention of millions of Americans this Sunday, customers traveling on JetBlue Airways (Nasdaq:JBLU) on the biggest football day of the year won't have to forfeit the Monday morning water cooler huddle. Thanks to the low-fare airline's winning lineup of 36 channels of live DIRECTV(r) (a) programming, travelers can enjoy the blockbuster TV event from the comfort of their all-leather seat, equipped with a personal seat-back television and a complimentary beer or cocktail (b) of their choice.

"At JetBlue, our customers call the shots and we listen to how we can provide the best possible flying experience every day of the year," said Eric Brinker, JetBlue's Director of Brand Management and Customer Experience. "By offering award-winning service, the most in-flight entertainment in the skies, and a free beer on game day, it's our way of saying 'thanks' while keeping our customers connected to friends, family and current events."

To complement the free beer or cocktail, JetBlue's brand-name snack selection features Terra Blues(r) Potato Chips, the official snack of the airline, made from naturally blue potatoes. In lieu of traditional rolling carts, JetBlue's snacks and beverages are hand-delivered by friendly in-flight crewmembers to allow customers the freedom to move about the cabin. As an added bonus, the snacks are free and unlimited, and requests for seconds or thirds are always encouraged.

JetBlue's complimentary trans-fat free snacks* include:

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

JetBlue Airways is focused on creating a new airline category -- an airline that offers value, service and style. Based in New York City, and entering its seventh year, the low-cost carrier currently serves 50 destinations with up to 500 flights daily. Onboard JetBlue, customers enjoy roomy leather seats with industry-leading legroom (up to 36 inches!) on the A320 aircraft, and no middle seats on the E190 aircraft (c). Customers also enjoy 36 channels of free DIRECTV(r) programming, 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). 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.primenewswire.com/newsroom/prs/?pkgid=795

(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.

(b) Offer available only to customers who show positive government-issued photo identification with proof of age 21 years or older. Limit, one free drink per customer, while supplies last. Offer not available to JetBlue Crewmembers or other airline employees traveling on JetBlue. Please drink responsibly.

(c) The modification of JetBlue's A320 fleet that will bring customers the 36 inches of leg room will be complete by March 2007.

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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