JetBlue Celebrates Seventh Anniversary With 'Seven Year Stretch' Prizes

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Major Prize Giveaways Monday through Friday, Designed to Showcase the JetBlue Experience, Including the Most Legroom in Coach

NEW YORK, Feb 11, 2007 (PrimeNewswire via COMTEX News Network) -- JetBlue Airways (Nasdaq:JBLU) today announces it will host a week-long celebration of its seventh anniversary with daily prize giveaways on its website, www.jetblue.com. Each day's prize is designed around the idea of "stretching out" -- now that JetBlue has the most legroom in coach(a). JetBlue recently removed a row of seats from all A320 aircraft, resulting in at least 36-inch legroom in rows 1-11, and at least 34-inch legroom in rows 12-25.

"Our customers have come to love JetBlue's 36 channels of DIRECTV programming and our comfy all-leather seats," said JetBlue Founder and CEO David Neeleman. "Our goal has always been to make the cabin as comfortable as your living room, and we're taking that to new heights this year by removing a row of seats from our Airbus 320 fleet. JetBlue now has the most legroom in coach(a), and to celebrate our seventh anniversary, we are going to bring the JetBlue Experience to your living room! These prizes will let you stretch out even when you aren't flying JetBlue."

Members of TrueBlue, JetBlue's customer loyalty program, may enter the "Seven Year Stretch" instant-win game by visiting www.jetblue.com/stretch. Not a member? Not a problem. Customers may join TrueBlue for free. Entries are limited to one entry per TrueBlue member per day. Potential winners are instantly notified by email. Visit www.jetblue.com/stretch for full rules, including eligibility requirements.

Each day, JetBlue will award seven of the following "Seven Year Stretch" prizes the week of February 12:

Monday, Feb. 12: Seven La-Z-Boy Quincy Recliners with Sharp(r) AQUOS(r) 52" LCD TV, so you can stretch out and replicate your last JetBlue flight in the comfort of your living room.

Tuesday, Feb. 13: Seven people will win a trip for two to Las Vegas, including two nights at an MGM MIRAGE property, one Travelpro Crew Expandable Rollaboard Suiter and a stretch limo for a night out on the town.

Wednesday, Feb. 14: Seven people will win a Queen-sized DUX(r) bed, so you can really stretch out.

Thursday, Feb. 15: Seven lucky winners will win a $500 bliss spa certificate, so you can stretch your body as well as your mind.

Friday, Feb. 16: Seven people will win a pair of roundtrip flights anywhere JetBlue flies, a Travelpro Crew Expandable Rollaboard Suiter and a Crew Deluxe Tote.

For a complete list of prizes, eligibility restrictions, entry instructions, rules and information about this sweepstakes and TrueBlue, visit www.jetblue.com/stretch.

TrueBlue, JetBlue's customer loyalty program, launched in June 2001 and today boasts more than four million members. TrueBlue is free to join and offers members the chance to earn award flights and access to other great benefits such as special promotions and sale fare alerts. TrueBlue members earn TrueBlue points for all JetBlue flights, with double points awarded if the travel is purchased via jetblue.com, as well as through the American Express Membership Rewards program and with the JetBlue Card from American Express. Customers need to earn just 100 TrueBlue Points to receive a TrueBlue Award which is valid for round-trip travel on JetBlue. For more information, visit www.jetblue.com/trueblue.

JetBlue Airways is focused on creating a new airline category -- an airline that offers value, service and style. Based in New York City, the low-cost carrier currently serves 50 destinations with up to 500 flights daily. JetBlue has the most legroom in coach(a). Customers also enjoy 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). 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) JetBlue has the most legroom in coach, based on average fleet-wide seat pitch for U.S. airlines.

(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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