jetBlue

JetBlue Announces the JetBlue Customer Bill of Rights

Feb 20, 2007

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New York-Based Low Fare Airline Expects to Operate a 100 Percent Schedule Today

NEW YORK, Feb. 20, 2007 (PRIME NEWSWIRE) -- JetBlue Airways (Nasdaq:JBLU) today announces a comprehensive customer promise and compensation program called "The JetBlue Customer Bill of Rights."

To view JetBlue's Customer Bill of Rights, click here:http://media.primezone.com/cache/2989/file/3787.pdf

Key provisions of the JetBlue Customer Bill of Rights are below, and have been made retroactive to Feb. 14, 2007:

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--  JetBlue will notify customers of the following:
   -   Delays prior to scheduled departure
   -   Cancellations and their cause
   -   Diversions and their cause

--  JetBlue will take the necessary action to deplane customers if
    an aircraft is ground-delayed for five hours.  JetBlue Captains
    have discretion if the aircraft is positioned and almost ready
    for take-off.

--  If a flight lands and is unable to taxi in to a gate right away,
    the following compensation will be made for customers:

    Delayed 30-60 minutes
    Customers receive a $25 voucher valid toward the purchase of
    their next JetBlue flight

    Delayed 1-2 hours
    Customers receive a $100 voucher

    Delayed 2-3 hours
    Customers receive a voucher for the full amount of their
    one-way fare.

    Delayed more than 4 hours
    Customers receive a voucher for the full amount of their
    round trip.
    Note: JetBlue fares are all one-way; round trip purchase is
    never required.

--  If a flight has a ground delay on departure, the following
    compensation applies:

    Delayed 3-4 hours
    Customers receive a $100 voucher

    Delayed more than 4 hours
    Customers receive a voucher in the full amount of the
    customer's original round trip.

--  If a flight is cancelled within 12 hours of scheduled
    departure, and it is a situation within the control of the
    company (as opposed to weather or ATC delays), customers may
    choose a full refund or a full credit, as well as a voucher
    valued at the cost of their original round-trip.

--  If JetBlue delays a flight in a situation within the company's
    control, customers can expect the following compensation:
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    Delayed 1-2 hours
    Customers receive $25 voucher

    Delayed 2-4 hours
    Customers receive $50 voucher

    Delayed 4-6 hours
    Customers receive a voucher valid for the full amount of their
    one-way fare.
    Note: JetBlue fares are all one-way; round trip purchase is
    never required.

    Delayed more than 6 hours
    Customers will receive a voucher for the full amount of their
    round trip.
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"This was a big wake-up call for JetBlue," said JetBlue Founder and CEO David Neeleman. "If there's a silver lining, it is the fact that our airline is going to be stronger and even better prepared to serve our customers. In addition, I want to publicly apologize to JetBlue's crewmembers -- the best in the industry -- and I promise to get the right resources, tools and support for them going forward, so that they in turn can deliver the JetBlue Experience you have come to expect from us."

In addition to the key provisions of the JetBlue Customer Bill of Rights listed above, the airline will form a customer advisory council, who will be consulted with regarding ongoing improvement programs.

JetBlue is taking immediate actions to address inefficiencies in its response plans. Actions already taken include new communication strategies with inflight and pilot crewmembers in the event of a system disruption, so that the airline can reset the operation faster, after the external disruption event ends.

Other areas under immediate review include:

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--  Cross-training non-operational crewmembers and assigning
    secondary responsibilities to support the operation in the
    event of a significant disruption
--  Improving functionality on jetblue.com to support customer needs
    and allow JetBlue reservations and central baggage to maintain
    low on-hold time for customers
--  Improving communications at the airport, so information on
    available aircraft, flight crews and ground conditions is
    uniformly shared and decisions based on the most reliable data
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Please visit www.jetblue.com/promise for more information and updates.

The airline will host a tele-conference with news media that will be simultaneously webcast. Please listen via: http://w.on24.com/r.htm?e=38599&s=1&k=F78D8AE980D12A007E8ECE1955AF477D

JetBlue Airways is focused on creating a new airline category -- an airline that offers value, service and style. Based in New York City, and now in its seventh year, the low-cost carrier currently serves 50 destinations with more than 500 flights daily. JetBlue has the most legroom in coach(a). In addition to its signature seatback television service from DIRECTV(r)(b), JetBlue also offers a selection of first-run movies and bonus features from FOX InFlight(tm) on flights longer than two hours. The low-fare, high-value airline 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.

(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.

The JetBlue logo is available at http://www.primenewswire.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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