Red, White and JetBlue Snacks Parade In for Month of July

Jun 27, 2007

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   High-Frills Airline celebrates America's Birthday With Patriotic
    Mix of Terra(r) Stripes & Blues(tm) Potato Chips and Immaculate
      Baking Company's Apple Pie(tm) Apple Oatmeal Chunk Cookies

  Revolution of Red and White Wines From Carrier's Low-Fare Sommelier
      Gives Customers Spangled Selection of Choices for Summer
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NEW YORK, June 27, 2007 (PRIME NEWSWIRE) -- In celebration of America's birthday, JetBlue Airways Corporation (Nasdaq:JBLU) today announced it will parade in a patriotic, all-American selection of snacks to customers flying the low-fare, high-frills airline in July. The variation on the carrier's signature brand name snacks will be complemented by a medley of red and white wines from JetBlue's Low-Fare Sommelier, Joshua Wesson of Best Cellars, Inc. The wine choices will be refreshed throughout the summer to give customers a diverse offering of premium and affordable pours.

"We love celebrating with our customers and what better way to celebrate the Fourth of July than with red, white and JetBlue refreshments?" said Eric Brinker, Director Brand Management and Customer Experience for JetBlue Airways. "Our customers love the freedom of choice we provide them with our fun variety of free and unlimited snacks, which always pair nicely with Joshua's expert wine picks."

In July, Terra Blues(r) Potato Chips -- the official snack of JetBlue -- will be varied with Terra's Stripes & Blues(tm) Exotic Vegetable Chips with Sea Salt, featuring a flavorful blend of red and white candy-striped beets, sweet potato and blue potato chips. Immaculate Baking Company's Chocobillys(tm) Chocolate Chunk cookies will also be substituted in July with the company's All-American Apple Pie(tm) Apple Oatmeal Chunk cookies, made with fresh rolled oats, dark brown sugar, spicy cinnamon and chunks of real Fuji apples. All in-flight snacks and beverages on JetBlue are 100% trans-fat free. The airline led the way in December of 2006, actively seeking out healthy snack alternatives to become one of the first to provide only trans-fat free selections.

In addition, before JetBlue unveils its next inductees to the in-flight wine program in September, the airline and its Low-Fare Sommelier will expand its current offering of 3 blind moose Chardonnay and Merlot by rotating Twin Fin Chardonnay and Cabernet as well as Hayes Ranch Sauvignon Blanc, Syrah, Chardonnay and Merlot. The wines will alternate throughout the summer, but a red and white option will always be available to customers.

New York-based JetBlue Airways has created a new airline category based on value, service and style. Known for its award-winning service and free TV as much as its low fares, JetBlue is now pleased to offer customers the most legroom throughout coach (based on average fleet-wide seat pitch for U.S. airlines). JetBlue is also America's first and only airline to offer its own Customer Bill of Rights, with meaningful compensation for customers inconvenienced by service disruptions within JetBlue's control. Visit www.jetblue.com/promise for details. JetBlue serves 54 cities with up to 575 daily flights. 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.

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 service is provided 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 ability to operate reliably the EMBRAER 190 aircraft; 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 2006 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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