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Low-Fare Airline Unveils First-Ever Specialty Aircraft Christened by Homer: Woo-Hoo, JetBlue! TrueBlue Members Offered Chance to Win Major Prizes, Including a JetBlue Getaways Package to the Movie Premiere in Los Angeles July 24

NEW YORK, July 3, 2007 (PRIME NEWSWIRE) -- JetBlue Airways Corporation (Nasdaq:JBLU), in partnership with Twentieth Century Fox, today announced it has been named "The Official Airline of Springfield" -- the hometown city of Homer, Marge, Bart, Lisa and Maggie Simpson -- to celebrate the summer theatrical release of The Simpsons Movie. In honor of America's favorite animated family of comedy, the low-fare, high-frills airline will unveil its first-ever specialty aircraft, christened "Woo-Hoo, JetBlue!" and featuring an image of Homer along with a permanent logo of the airline's new Springfield status.

In addition, The Official Airline of Springfield is hosting an exclusive Simpsons Sweepstakes (www.jetblue.com/simpsons) for TrueBlue members, who can enter for a chance to win some really cool prizes. The grand prize winner will receive a JetBlue Getaways package for two to Los Angeles, CA to attend the premiere of The Simpsons Movie on July 24, 2007. Other prizes, which extend through July 31, include a JVC 32" LCD TV and Simpsons DVD set; a limited edition Simpsons Console presented by Xbox 360, the leader in high-definition gaming; and a limited edition animated cell from The Simpsons Movie.

"The Simpsons have been entertaining our customers on our signature in-flight entertainment system, featuring 36 channels of free, live TV, since JetBlue's inception," said JetBlue President and CEO Dave Barger. "We're thrilled to be the Official Airline of Springfield, their hometown, and celebrate their first movie premiere."

During the month of July, JetBlue customers will also enjoy a continuous offering of Simpson's episodes on FOX Channel 41 of its signature in-flight entertainment system. All JetBlue flights feature 36 channels of free, live DIRECTV programming, more than 100 channels of XM Satellite Radio and a rotating selection of pay-per-view movies from FOX InFlight.

TrueBlue, JetBlue's customer loyalty program, launched in June 2001 and today boasts more than five 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.

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.

The JetBlue logo is available at http://www.primenewswire.com/newsroom/prs/?pkgid=795

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.

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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