JetBlue Airways Enhances Customer Payment Options With Bill Me Later

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NEW YORK, Jul 31, 2007 (PrimeNewswire via COMTEX News Network) -- JetBlue Airways Corporation (Nasdaq:JBLU) today announces a partnership with Bill Me Later(r), a non-credit card form of payment for customers purchasing JetBlue travel. The payment method allows customers to safely and conveniently make JetBlue travel reservations at www.jetblue.com using the innovative payment system of I4 Commerce.
"We are constantly looking for new ways to enhance our customers' experience, and Bill Me Later is another great example of that," said Andrea Spiegel, JetBlue Airways Vice President, Sales and Marketing. "This creates the opportunity for even more travelers to fly with us and experience our award-winning customer service and in-flight amenities."

"JetBlue's adoption of Bill Me Later allows travelers the ability to pay for tickets more quickly, and without entering credit card information," said Vince Talbert, vice president of marketing for I4 Commerce. "By removing the need for credit card and bank account numbers from the checkout process, consumers have a safer and more convenient way to pay for goods and services online."

Bill Me Later is a secure payment method that allows customers to get credit approval for their travel purchase within seconds using basic information. In addition, JetBlue customers using Bill Me Later can take advantage of a special launch offer in which no payments are required for 90 days.

About JetBlue Airways:

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

About I4 Commerce:

I4 Commerce is a technology company helping to connect leading merchants with high value customers by improving the purchase experience. I4 Commerce's payment and marketing technology solutions help establish and maintain trusted relationships between hundreds of top tier retailers and high value customers at the point-of-sale. The solutions are the first new payment methods since credit cards to be so broadly available within the United States. For more information, visit www.I4commerce.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.

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 and the effect of increased congestion in this 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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