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Series to Feature Updated Travel, Style, Technology, News, Dining and Arts & Leisure Content Monthly

NEW YORK, Aug 1, 2007 (PrimeNewswire via COMTEX News Network) -- JetBlue Airways Corporation (Nasdaq:JBLU) and The New York Times today announced the launch of "Times On Air"(tm), the airline's new in-flight video magazine of unique content from the newspaper's TimesTalks events -- its signature discussion series featuring journalists in conversation with today's newsmakers and cultural leaders -- along with articles and multimedia from NYTimes.com. The programming will cover a wide range of topics from travel, style and dining to the arts, business and technology, and will be updated each month. The new program, which is exclusively on JetBlue flights, is presented by the JetBlue Card from American Express. JetBlue is also the official airline of TimesTalks events.

"'Times On Air' shifts the paradigm in in-flight entertainment for our customers," said Brett Muney, Manager of Product Development for JetBlue Airways. "By focusing our efforts on next generation media including The New York Times' high-quality digital content, we have revolutionized the way customers can access today's most up-to-date issues -- from arts and entertainment to technology. We look forward to bringing refreshing news content to our customers that will continue to enhance their JetBlue experience."

"We are delighted to collaborate with JetBlue and American Express for 'Times On Air,'" said Yasmin Namini, Senior Vice President, Marketing and Circulation, The New York Times. "This new program will showcase the quality and variety of our unique TimesTalks events with the kind of newsmakers people want to hear about, as well as the vast amount of articles and multimedia from NYTimes.com. We're greatly looking forward to today's launch and we also welcome JetBlue as the official airline for TimesTalks."

The first two programs of "Times On Air," which debut on channel 41 of all JetBlue aircraft today and will be available throughout August, include interviews with Emmy Award-winning comedian Larry David; professional skateboarder Bob Burnquist; actor Forest Whitaker; "Hannah Montana" stars Miley Cyrus and her father, Billy Ray Cyrus; and Brian Williams, anchor and managing editor of the "NBC Nightly News." In addition, Times food columnist Mark Bittman, a.k.a. The Minimalist, prepares risotto with chef Mario Batali and scones from the Tartine Bakery in San Francisco. Other highlights include the fashion designer Marc Jacobs' Fall 2007 collection, reviews of Apple's new TV streaming media box and Microsoft's Ultra-Mobile PC. Episodes, news articles and recipes featured on "Times On Air" can also be viewed by visiting www.jetblue.com/timesonair.

Since its inception, JetBlue, the world's first paperless airline, has sought to move beyond traditional media entertainment like in-flight magazines to provide an interactive travel experience for its customers. In addition to the low-fare airline's new "Times On Air" program, JetBlue's signature personal seatback televisions are outfitted with 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. The high-frills airline not only offers the most live entertainment options in the skies today, but also provides customers with award-winning customer service and the most legroom of any other airline in coach, making the trip as highly anticipated as the destination.

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 The New York Times

The New York Times Company (NYSE:NYT), a leading media company with 2006 revenues of $3.3 billion, includes The New York Times, the International

Herald Tribune, The Boston Globe, 15 other daily newspapers, WQXR-FM and more than 30 Web sites, including NYTimes.com, Boston.com and About.com. The Company's core purpose is to enhance society by creating, collecting and distributing high-quality news, information and entertainment.

About The JetBlue Card from American Express

The JetBlue Card from American Express enables Cardmembers to earn Award Dollars that can be automatically transferred to a Cardmember's TrueBlue account and redeemed for flights on JetBlue. The Card provides consumers additional ways to earn TrueBlue points when they are not flying. The Card has a low annual fee, a competitive interest rate, offers lots of ways to earn Award Dollars for spending in a variety of lifestyle and entertainment categories, and provides consumers with the retail, travel services and benefits that they have come to expect from American Express. In addition, Cardmembers can automatically extend the life of their TrueBlue points by 12 months each time they purchase as little as $200 on their JetBlue Card or by using the JetBlue Card to purchase JetBlue travel, before current points expire. For more information about the JetBlue Card visit www.jetbluecard.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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