UPDATE -- Go South! Fly JetBlue Nonstop Between Burlington, Vermont and Orlando

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Vermont's Only Nonstop Flights to Florida Start January 10

BURLINGTON, Vt., Aug 23, 2007 (PrimeNewswire via COMTEX News Network) -- JetBlue Airways (Nasdaq:JBLU), the only low-fare, low-cost airline to serve the Green Mountain State, today announces the addition of nonstop service between Burlington and Orlando, starting January 10, 2007. The award-winning airline will operate one daily flight on the route, providing Vermont with its only nonstop link to Florida. Introductory fares to the Sunshine State start as low as $79(a) each way, while regular fares start at $99(a) each way.

"Vermonters remember that JetBlue brought low fares to town, and we're happy to thank them with the addition of nonstop service to their most requested destination," said Marty St. George, JetBlue's Vice President of Network Planning.

In addition to its new nonstop service to Florida, JetBlue currently offers four daily low-fare flights from Burlington International Airport to New York's John F. Kennedy International Airport, where convenient connections are available to seven cities in Florida, plus 49 cities across the United States, Caribbean and Mexico.

"JetBlue has been a major air carrier in Burlington since 2000, and I am proud to have helped the incubation of this successful partnership since its inception," said Vermont Senator Patrick Leahy. "JetBlue's arrival has been a significant factor in the expansion of Burlington International Airport as a business gateway, and many Vermonters have come to rely on JetBlue for their regular low fares and reliable service. JetBlue is already the largest carrier between Vermont and Florida, and it is great news that JetBlue now will be offering direct Orlando service to its Burlington travelers during the busy winter travel season."

"We are pleased that JetBlue is expanding another nonstop route from Orlando," said Ray Gilley, President and CEO, Metro Orlando Economic Development Commission. "This new direct link to Burlington, Vermont, is great for business. With a connecting flight no longer needed between the areas, it will help save time, money, productivity...and bring humanity to business travel."

JetBlue's new service between Burlington and Orlando:

Burlington, VT (BTV) to Orlando, FL (MCO)	Orlando, FL (MCO) to Burlington, VT (BTV)
Depart - Arrive	Depart - Arrive
8:10 a.m. - 11:35 a.m. (eff. Jan. 10, 2008)	6:00 p.m. - 9:15 p.m. (eff. Jan. 10, 2008)

Customers flying JetBlue between Burlington and Orlando will travel in style aboard JetBlue's brand-new EMBRAER 190, a full-size 100-seat jet which features a spacious cabin with all-leather seats -- either window or aisle, with no middle seat! All nonstop flights between Burlington and Orlando will also include JetBlue's signature 36 channels of DIRECTV(r) programming at every seat -- the most free live television of any airline -- in addition to more than 100 channels of XM Satellite Radio. JetBlue's fleet offers the most legroom in coach.

Customers enrolled in JetBlue's customer loyalty program, TrueBlue, will earn four TrueBlue points each way for nonstop flights between Burlington and Orlando. Double TrueBlue points are awarded for travel purchased online at www.jetblue.com. Customers can earn TrueBlue points even faster by using the JetBlue Card from American Express. Every time cardholders purchase JetBlue travel with the Card, or earn at least one TrueBlue point through other purchasing using the Card, all TrueBlue points in the member's account automatically extend for another 12 months.

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

(a) All fares are subject to change without notice. Fares require up to a 14-day advance purchase. Introductory fare must be purchased by August 31, 2007, 11:59PM MT. Travel must take place between January 10, 2008 and February 15, 2008. Travel must be completed by February 15, 2008. Blackout dates are January 17 - 23, 2008. Lowest fares may not be available on all days or on all flights. Lowest fares are most often found on midweek travel dates. All fares must be purchased at time of reservation, and are one-way, nonrefundable, and nontransferable. Cancellations and changes can be made prior to scheduled departure for $45 at 1-800-JETBLUE or $35 at jetblue.com, with applicable fare adjustment. Cancellations are for a JetBlue travel credit only, which is valid for one year. If a reservation is not changed or canceled prior to scheduled departure, all money associated with the reservation is forfeited. Fares do not include Passenger Facility Charges of up to $9 each way, September 11th Security Fees of up to $5 each way and a Federal Segment Tax of $3.40 per domestic segment. A segment is a takeoff and landing. All taxes and fees must be paid at the time of purchase. JetBlue reserves the right to deny boarding to passengers without proper documentation. Other restrictions apply.

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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