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New and Existing TrueBlue Members Must Register for the Promotion At www.jetblue.com/get50 and Book Eligible Travel by September 18

NEW YORK, Sep 5, 2007 (PrimeNewswire via COMTEX News Network) -- JetBlue Airways Corporation (Nasdaq:JBLU), New York's affordable, stylish and fun hometown carrier, announces a special winter travel promotion, awarding customers $50 vouchers and 20 bonus TrueBlue points when they book eligible travel this fall (a)(b). Customers must register for the promotion at www.jetblue.com/get50 and must be members of TrueBlue, JetBlue's loyalty program, or must enroll into TrueBlue as part of the registration to be eligible.

TrueBlue, which offers fliers easy-to-earn, easy-to-redeem awards, gives frequent travelers a free roundtrip flight, valid for travel to any of JetBlue's 54 destinations across the U.S., Bermuda, Mexico and the Caribbean every time their account reaches 100 points. Each JetBlue route is classified as short, medium or long-haul, and customers can earn points for each one-way trip: two points for a short flight; four points for a medium flight; and six points for a long flight. Points are automatically doubled when TrueBlue members book via www.jetblue.com.

TrueBlue members who book by 11:59 p.m. MST on September 18, 2007 for qualifying roundtrip travel now through October 14 will receive a $50 voucher and 20 bonus TrueBlue points. The vouchers, awarded on November 1, will be redeemable for travel on JetBlue flights between December 1, 2007 and February 13, 2008 (b). The vouchers are non-transferable and available to the TrueBlue customers who registered for the promotion and completed eligible travel, not the individual who books the reservation. Complete promotion details and terms and conditions are available at www.jetblue.com/get50.

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) Offer ends 11:59 p.m. M/S/T September 18, 2007. Offer begins September 4, 2007. TrueBlue Members in good standing who register for this promotion at jetblue.com/get50 and purchase between September 4 and September 18 roundtrip flights on JetBlue between September 4 and October 14 for travel that starts and ends in the same city ("Qualifying Travel") are eligible to receive a $50 Voucher off of future JetBlue travel (restrictions (b) below) and 20 TrueBlue Points (restrictions (b) below). Connections or extra leg of travel do not count toward additional instances of Qualifying Travel. Voucher and TrueBlue Points will be awarded only if Qualifying Travel is flown by the TrueBlue Member and only after TrueBlue Member completes return flight portion of Qualifying Travel. All travel must be complete by October 14, 2007. Offer available only for revenue travel. Redemption of TrueBlue Award Flights, Travel Certificates, or other non-revenue travel is not eligible for this Offer. If Qualifying Travel is canceled, changed outside the eligible travel window, or is not flown, Voucher and 20 TrueBlue Points will not be awarded. TrueBlue Points will be automatically credited to TrueBlue Account upon completion of Qualifying Travel. Voucher(s) will be awarded November 1, 2007. If a single itinerary has more than one instance of Qualifying Travel, one (1) $50 Voucher and 20 TrueBlue Points will be awarded to the traveler for each instance of Qualifying Travel booked and flown as long as the traveler is a TrueBlue member and has registered for this promotion. Voucher and Points are awarded to the traveler(s) who flies the Qualifying Travel, not to the booker. If traveler is not a TrueBlue Member or has not registered for this promotion, Voucher and Points do not go to booker and are forfeited. Limit, one Voucher per instance of Qualifying Travel. Offer may not be combined with other special offers and is available only for newly-booked travel; changes to existing travel are not eligible. Other restrictions apply at www.jetblue.com/get50.

(b) Voucher Terms and Conditions and TruBlue Point Terms and Conditions: Voucher may be applied only to newly booked JetBlue travel that takes place between 12/1/07 and 2/13/08 except 12/19/07 through 1/7/08, which is a blackout period. If Voucher travel is changed outside this window, Voucher will be forfeited and you will be responsible for increase in fare and applicable change fees. Any amount remaining on Voucher after 2/13/08 will be forfeited. See jetblue.com/get50 for additional restrictions. TrueBlue Points are governed by TrueBlue Terms and Conditions.

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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