JetBlue's Inflight Entertainment Named Best in the Americas

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Low-Fare Airline Offers More Free Live Entertainment Than Any Other Airline

NEW YORK, Sep 24, 2007 (PrimeNewswire via COMTEX News Network) -- JetBlue Airways (Nasdaq:JBLU), the first major U.S. airline to provide live television and personal seatback screens to all customers on all flights, has been recognized by the World Airline Entertainment Association (WAEA) for offering travelers the best overall inflight entertainment experience in the Americas. The award was announced during the WAEA's 19th Annual Avion Awards in Toronto.

Avion Award winners were selected by more than 36,000 worldwide airline passengers surveyed by Skytrax, the leader in airline passenger opinion studies, about their inflight entertainment experiences.

"JetBlue is honored to receive this prestigious award recognizing our airline's continuing leadership in inflight entertainment," said Brett Muney, JetBlue's Manager of Product Development. "JetBlue pioneered live inflight television service in partnership with LiveTV, our wholly owned subsidiary, and as we continue to expand entertainment options even further for our customers, we're thrilled by the recognition they've given us. With our simple and reliable inflight entertainment system, acclaimed customer service and the most legroom in coach, JetBlue makes the trip as enjoyable as the destination."

JetBlue offers the most free live entertainment options in the skies today, including 36 channels of DIRECTV(r) programming and more than 100 channels of XM Satellite Radio. On flights longer than two hours, JetBlue also offers a rotating selection of pay-per-view options from FOX InFlight(tm). In addition, JetBlue and The New York Times recently launched "Times On Air"(tm), a new inflight 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.

About LiveTV

JetBlue's award-winning inflight entertainment service is provided by LiveTV, a wholly owned subsidiary of JetBlue. LiveTV is a leading provider of innovative, low-cost inflight entertainment products and services to commercial aircraft markets worldwide. Its customers include some of the most successful low-cost, low-fare airlines in the world.

The LiveTV, LLC logo is available at http://www.primenewswire.com/newsroom/prs/?pkgid=2067

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 WAEA

Founded in 1979 as a nonprofit organization, the WAEA is the official worldwide network representing nearly 100 airlines and more than 250 airline suppliers committed to excellence in inflight entertainment and communications and the continual improvement of the airline passenger environment.

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 inflight 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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