Attention Snowbirds: JetBlue to Fly Nonstop From Buffalo, Rochester, and Portland, Maine to Orlando

Sep 26, 2007

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           Now serving 15 Nonstop Destinations From Orlando

  Low Fares Begin At $69(a) to Buffalo, $79(a) to Rochester and Portland
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ORLANDO, Fla., Sept. 26, 2007 (PRIME NEWSWIRE) -- JetBlue Airways (Nasdaq:JBLU) today continues to expand in the Sunshine State with the addition of nonstop service between Orlando and three cities in the Northeast -- Buffalo and Rochester, NY, and Portland, ME. With these convenient new flights, JetBlue now offers its unique brand of low-fare service to 15 nonstop destinations from Orlando International Airport.

JetBlue will fly once-daily between Orlando and both Buffalo and Rochester beginning Nov. 15, 2007 and once-daily between Orlando and Portland, ME beginning Jan. 10, 2008. To celebrate its new routes, the award-winning airline is offering a sale fare of $69(a) each way to Buffalo and $79(a) each way to Rochester and Portland.

"Today we're proud to add nonstop flights from Buffalo, Rochester and Portland to Orlando just in time for snowbird season," said Marty St. George, JetBlue's vice president of network planning. "The customer response to our low-fare service in all three Northeast cities has been tremendous, so it just makes sense to offer more of the low-fare service our customers have been asking for."

Customers prefer JetBlue for its low fares, generous and complimentary name-brand snacks and its comfy leather seats. The low-cost carrier is home to the most legroom in coach and the most free live programming of any only airline -- 36 channels of DIRECTV(r) service plus more than 100 channels of XM Satellite Radio.

"Today's news is a grand slam for JetBlue and Rochester and Buffalo area residents," said Senator Charles Schumer. "JetBlue has stepped up to the plate to make efficient and affordable air service a reality for travelers across the Finger Lakes and Western New York regions, and local residents have once again proven a basic law of economics: when you offer top-shelf service at an affordable price, people scoop it up."

"This is a great victory for Western New Yorkers. This new low cost air service will give a big boost to the local economy in Western New York," said Senator Hillary Clinton. "Buffalo and Rochester and the Western New York region have so much to offer, and we should be doing everything we can to make it easier for people to visit and conduct business in the region. I am pleased that JetBlue has selected these cities for direct routes to Orlando and I hope these flights will give everyone more choices and more opportunities for travel and business."

"I'm pleased to hear JetBlue is making a further commitment to Maine by increasing the daily trips out of the Portland International Jetport," said Senator Olympia Snowe. "Additional air service to and from Portland will only help our local economy and increase access to our wonderful state."

"This is an exciting announcement coming from a great company," Representative Louise Slaughter said. "JetBlue is a terrific member of our Western New York community, and I am pleased they are adding new flight service between Orlando and Rochester as well as new nonstop service to Buffalo. I look forward to offering JetBlue my continued support as it reaches an ever greater number of travelers."

"The Greater Rochester International Airport is thrilled to welcome JetBlue Airways' new nonstop service to Orlando," said Monroe County Executive Maggie Brooks. "This is more good news for area travelers. Thanks to the addition of low-fare carriers like JetBlue Airways, our airport has experienced record growth and continues to attract affordable service to major cities."

"We're thrilled JetBlue is offering three more nonstop flights serving Metro Orlando," said Ray Gilley, President and CEO, Metro Orlando Economic Development Commission. "Each time JetBlue opens another direct link, it helps create new business opportunities between the areas, in addition to saving time, money and productivity."

JetBlue's new service between Buffalo and Orlando -- fares start at $69(a) each way:

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Buffalo, NY (BUF) to             Orlando, FL (MCO) to
Orlando, FL (MCO)                Buffalo, NY (BUF)
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Depart - Arrive                  Depart - Arrive
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3:40 p.m. - 6:30 p.m. (eff. Nov. 15, 2007) Aircraft: Airbus A320	12:20 p.m. - 3:00 p.m. (eff. Nov. 15, 2007) Aircraft: Airbus A320

JetBlue's new service between Rochester and Orlando -- fares start at $79(a) each way:

Rochester, NY (ROC) to Orlando, FL (MCO)	Orlando, FL (MCO) to Rochester, NY (ROC)
Depart - Arrive	Depart - Arrive
8:00 a.m. - 10:50 a.m. (eff. Nov. 15, 2007 - April 30, 2008) Aircraft: Airbus A320	11:20 a.m. - 2:00 p.m. (eff. Nov. 15, 2007 - April 30, 2008) Aircraft: Airbus A320

JetBlue's new service between Portland and Orlando -- fares start at $79(a) each way:

Portland, ME (PWM) to Orlando, FL (MCO)	Orlando, FL (MCO) to Portland, ME (PWM)
Depart - Arrive	Depart - Arrive
2:00 p.m. - 5:20 p.m. (eff. Jan. 10, 2008 - April 30, 2008) Aircraft: EMBRAER 190	12:25 p.m. - 3:40 p.m. (eff. Jan. 10, 2008 - April 30, 2008) Aircraft: EMBRAER 190

Customers enrolled in JetBlue's customer loyalty program, TrueBlue, will earn four TrueBlue points each way for nonstop flights between Florida and Buffalo, Rochester, and Portland. 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 are only available for flights booked at jetblue.com. Travel costs $10 more per person if purchased by telephone, or at an airport or city ticket office. Fares require up to a 14-day advance purchase. All travel must be booked by October 2, 2007, 11:59PM MT. Travel between Buffalo, NY or Rochester, NY and Orlando, FL must take place between November 27, 2007 and January 11, 2008. All travel must be completed by January 11, 2008. Travel is not valid between December 20, 2007 and January 7, 2008. Travel is not permitted on Fridays or Sundays. Travel between Portland, ME and Orlando, FL must take place between January 10, 2008 and February 15, 2008. All travel must be completed by February 15, 2008. Travel is not permitted on Fridays or Sundays. Fares may not be available on all days or on all flights. 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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