JetBlue Airways and LiveTV Partner to Provide Customers the Convenience of a Cashless Cabin for In-Flight Purchases

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Effective On All Flights Beginning November 1

NEW YORK, Oct 1, 2007 (PrimeNewswire via COMTEX News Network) -- Low-cost carrier JetBlue Airways (Nasdaq:JBLU), in partnership with LiveTV, today announces that customers will enjoy the convenience of a cashless cabin on all flights to the low-fare, high-frills airline's 54 destinations, effective November 1, 2007. At that time, JetBlue will accept any major credit or debit card for in-flight purchases using efficient and user-friendly handheld devices, and will no longer accept cash onboard.

JetBlue began testing the usability of the service and soliciting customer feedback on short to long-haul flights earlier this year. LiveTV's secure technology will enhance the JetBlue Experience for customers by providing a quick and hassle-free way to purchase alcoholic beverages(a) and future in-flight offerings onboard.

"The hunt for stray dollars and cents is over for our Customers," said Brett Muney, Manager, Product Development for JetBlue Airways. "LiveTV's technology takes cashless to new heights, enabling JetBlue to provide the best possible experience. Now with a quick swipe of a credit or debit card, in-flight purchases can be enjoyed with ease."

"The days of InFlight Crewmembers trying to keep track of all those stray dollars and cents are over, as well," said Lisa Eisele, LiveTV's Cashless Cabin product manager. "As a point-of-sale device, Cashless Cabin greatly simplifies the on-board purchasing process, making life convenient for JetBlue Crewmembers. And as we look ahead, we see potential for this product to streamline other operational processes, hopefully adding even more value to an already rich relationship with JetBlue."

JetBlue will continue to offer a full line-up of free and unlimited nonalcoholic beverages and snacks, including freshly brewed Dunkin' Donuts coffee and the official snack of the airline, Terra Blues(r) Potato Chips, made from naturally blue potatoes. Since November 2006, all snack choices available on JetBlue are trans-fat free.

A rotating selection of red and white wine from JetBlue's in-flight wine program, led by Low-Fare Sommelier Joshua Wesson of Best Cellars, is available onboard for $5(a). Santa Julia Merlot and Viognier from Argentina's Familia Zuccardi vineyards are the newest pours for the fall and winter seasons.

About LiveTV

LiveTV is the provider of JetBlue's in-flight entertainment service -- which was recently recognized by the World Airline Entertainment Association as the Best Overall in-flight entertainment experience in the Americas. A wholly-owned subsidiary of JetBlue, LiveTV is the world leading provider of live in-flight entertainment systems for commercial airlines. Its customers include some of the most successful low-cost, low-fare airlines in the world. Headquartered in Florida, LiveTV has installation and maintenance locations around the world to support the nearly 500 aircraft equipped with its products. For a full listing of products, services and partners, or for more information, please visit www.livetvifs.com.

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

(a) Beer, wine and cocktails are available for purchase ($5) on JetBlue flights over one hour. Customers must be 21 or over for purchase with proof of positive I.D.

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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