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        Muy Caliente Fares Start At Just US$49(a) Each Way!

        More International Destinations Planned for Orlando
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ORLANDO, Fla., Jan. 10, 2008 (PRIME NEWSWIRE) -- JetBlue Airways (Nasdaq:JBLU) will add its 17th nonstop destination from Orlando International Airport with the launch of daily nonstop service to Cancun, Mexico on March 13, 2008*. The award-winning low-fare airline will offer the only daily nonstop service between Central Florida and Mexico's famed Yucatan region with fares starting at just US$49(a) each way.

Cancun is one of two new international routes JetBlue will inaugurate this spring at Orlando International Airport. On March 6 the airline begins the only daily nonstop service to Santo Domingo, Dominican Republic. In addition, JetBlue has applied with the U.S. Department of Transportation to begin Orlando's only nonstop service to South America with flights to Bogota, Colombia, beginning later this year.

"Orlando has long lacked consistent and affordable service to Cancun, so we thought it was time to introduce the JetBlue Experience between these two vibrant destinations," said Jason Annunziata, General Manager for JetBlue in Orlando. "Together with our new service between Orlando and Santo Domingo, which begins this spring, and our existing flights to Aguadilla, Ponce, and San Juan, it's never been easier or more affordable for local fliers to jet off to Mexico and the Caribbean. Bienvenido abordo!"

"Establishing direct service between Orlando and Cancun is a great move by JetBlue," said Orange County Mayor Richard Crotty. "It gives us another exciting travel option while enhancing JetBlue's brand in Central Florida. Congratulations!"

"We're thrilled JetBlue is offering another nonstop flight serving Metro Orlando," said Ray Gilley, President and CEO of the 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 increasing productivity."

Flights to/from Cancun are conveniently timed to allow connections in Orlando to cities across JetBlue's coast-to-coast network:

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Orlando, Fla. (MCO) to              Cancun, Mexico (CUN) to
Cancun, Mexico (CUN)                Orlando, Fla. (MCO)

Depart - Arrive                     Depart - Arrive
8:00 a.m. - 8:15 a.m.               9:00 a.m. - 1:10 p.m.
(effective March 13, 2008)          (effective March 13, 2008)

              --All times local standard time--
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Flights will operate aboard JetBlue's brand-new EMBRAER 190, a full-size 100-seat jet which features a spacious stand-up cabin, friendly JetBlue inflight crewmembers, and comfy all-leather seats -- each on an aisle or a window, with no middle seats! JetBlue's fleet offers the most legroom in coach (based on average fleet-wide seat pitch for U.S. airlines).

Travelers looking for a value-priced vacation package to Cancun, Orlando, or other top destinations need look no further than JetBlue Getaways. Customers can create customized packages that include air travel on JetBlue, a selection of JetBlue-recommended hotels and resorts to choose from, and a car rental. Visit www.jetblue.com/getaways today to begin planning your vacation.

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 introduced complimentary in-flight e-mail and instant messaging services on aircraft "BetaBlue," a first among U.S. domestic airlines. JetBlue is also America's first and only airline to offer its own Customer Bill of Rights, with meaningful and specific compensation for customers inconvenienced by service disruptions within JetBlue's control. Visit www.jetblue.com/promise for details. JetBlue serves 52 cities with 550 daily flights. New service to St. Maarten begins this month. 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

* This service is subject to receipt of government operating authority.

(a) Orlando-Cancun service begins March 13, 2008, pending government operating authority. 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. Travel must be booked by January 18, 2008, 11:59 PM MT. Travel must take place between March 13, 2008 and April 30, 2008. Travel must be completed by April 30, 2008. Travel must take place on Tuesday and/or Wednesday. 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 $50 at 1-800-JETBLUE (1-800-861-3372 if located in Mexico) or $40 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 $3.50 per domestic segment. A segment is a takeoff and landing. International fares also do not include government fees and taxes of up to $51.85 each way. All taxes and fees must be paid at the time of purchase. JetBlue reserves the right to deny boarding to passengers without proper documentation. DIRECTV(r) service is not available on flights outside the continental U.S.; however, where applicable FOX InFlight is offered complimentary of these routes. Other restrictions apply.

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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; 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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