Bigger Jets and Smaller Fares: JetBlue Adds Nonstop Service Between Boston and Jacksonville

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            Now Offering 28 Nonstop Destinations From Boston

                        Fares Start At $69 Each Way
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BOSTON, Jan. 10, 2008 (PRIME NEWSWIRE) -- JetBlue Airways (Nasdaq:JBLU) is kicking off the new year with a new route from its Boston focus city: beginning March 15, 2008, the low-fare airline will offer daily nonstop service to Jacksonville, Fla. Customer-favorite JetBlue will be the only low-fare airline to fly nonstop between Boston and Jacksonville and the only airline to offer spacious full-size jet service on the route. Introductory fares start as low as $69 each way (a). No extra charge for JetBlue's award-winning customer service.

Jacksonville will be JetBlue's 28th nonstop destination from Boston, and its sixth destination in the Sunshine State. JetBlue offers sun-seekers the most flights between Boston and Florida, including up to 28 daily flights to Fort Lauderdale, Fort Myers, Orlando, Tampa, and West Palm Beach.

"Fliers know that size matters, and we've always recognized that here at JetBlue. It's one of the reasons we're thrilled to be introducing the only full-size jet service between Boston and Jacksonville," said Jim Fuoco, JetBlue's manager of route planning. "Not only can customers be assured of flying only big, comfy planes on every JetBlue departure from Boston, but they also get to enjoy award-winning entertainment and friendly customer service on every flight -- all for one low fare."

"We are excited to be included in JetBlue's expansion efforts which will open the gateway between Jacksonville and Boston for visitors," said John Reyes, Visit Jacksonville's president and CEO. "With the added convenience of direct, low-fare air service from Boston, it will introduce more first-time visitors to experience our year-round golf, pristine beaches and historically and culturally rich attractions and festivals."

JetBlue's schedule between Boston and Jacksonville:

Boston (BOS) to Jacksonville, Fla. (JAX)	Jacksonville, Fla. (JAX) to Boston (BOS)
Depart - Arrive	Depart - Arrive
6:10 p.m. - 9:00 p.m. (Daily, effective March 15, 2008)	8:00 a.m. - 10:35 a.m. (Daily, effective March 16, 2008)

JetBlue will operate Boston-Jacksonville flights aboard its 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) as well as the most free live entertainment options of any airline.

JetBlue offers more flights at Logan International Airport than any other low-fare, low-cost airline, including service to popular destinations across the United States, Aruba, the Bahamas, Bermuda, the Dominican Republic, and Mexico. JetBlue customers traveling through Logan Airport may also take advantage of convenient connecting service operated by JetBlue's marketing partner, Cape Air, to fly beyond Boston to Hyannis, Martha's Vineyard, Nantucket, and Provincetown, Mass., or Rutland, Vt.

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

(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. Travel must be booked by January 17, 2008, 11:59 PM MT. Travel must take place between March 15, 2008 and April 30, 2008. Travel must be completed by April 30, 2008. Travel must take place on Tuesday, Wednesday, and/or Saturday. 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 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. 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.

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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