jetBlue

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Jan 23, 2008

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Additional Nonstop Flights Added Between Phoenix and New York/JFK and Boston On Friday, Feb. 1 and Monday, Feb. 4

NEW YORK, Jan. 23, 2008 (PRIME NEWSWIRE) -- While most air travelers are forced to ride the bench during football's most-watched game of the year, customers flying on JetBlue Airways (Nasdaq:JBLU) will have a bird's-eye view of The Big Game from the comfort of their all-leather seats, equipped with personal seatback TVs offering a winning line-up of 36 channels of free, live DIRECTV(r) programming. To celebrate, starting at 6:18 p.m. ET on Sunday, February 3, fans of both teams flying JetBlue will be treated to one free glass of wine, beer or a cocktail of their choice(a) to kick-off the championship game.

JetBlue, the fan favorite and leading low-fare carrier of Boston and New York, has also added special nonstop flights that are up to 50 percent lower than current industry fares to accommodate the rush of customers traveling between Phoenix and John F. Kennedy (JFK) or Logan International (BOS) airports for game day, including:

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- Boston (BOS) to Phoenix (PHX):
  Friday, Feb. 1, 7 p.m. ET - 11 p.m. MST

- Phoenix (PHX) to New York (JFK):
  Monday, Feb. 4, 12:25 a.m. MST - 7:25 a.m. ET
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"Flying JetBlue is a sports fan's dream come true," said Brett Muney, General Manager of Product Development for JetBlue Airways. "Where else can they stay in touch with free live coverage of their favorite teams while traveling -- and maintain possession of the remote for the entire game? Our customers can stretch out their legs with our bonus legroom, enjoy a free drink on the house and enjoy more than one tasty snack while they witness football history 42 years in the making."

Customers flying JetBlue travel in comfort and style under the care of the airline's award-winning customer service crewmembers. When flying between destinations in the continental U.S., customers are treated to 36 channels of free live, DIRECTV programming, including FOX, CBS and NBC as well as ESPN, ESPN 2, ESPN News, ESPN U, Big 10 and Setanta Sports. A selection of FOX InFlight(tm) movies is also available for a small fee. On JetBlue's EMBRAER 190 planes, as well as upgraded aircraft in its A320 fleet, customers can surf more than 100 channels of XM Satellite Radio(r).

JetBlue continues to offer 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. JetBlue provides the convenience of a Cashless Cabin for all in-flight purchases.

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 53 cities with 550 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) Offer available only to customers who show positive government-issued photo identification with proof of age 21 years or older. Limit, one free drink per customer, while supplies last. Offer not available to JetBlue Crewmembers or other airline employees traveling on JetBlue. Please drink responsibly.

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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