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NEW YORK, March 4, 2008 (PRIME NEWSWIRE) -- JetBlue Airways (Nasdaq:JBLU) today announces the appointment of Joseph Eng to the position of Executive Vice President, Systems and Technology. In this newly created role, Mr. Eng will be responsible for the New York-based low fare, high value airline's information systems and technology strategy.

"JetBlue has earned a reputation among customers as a technologically advanced and savvy company, from easy-to-use online booking at www.jetblue.com to the introduction last year of onboard e-mail and texting with our BetaBlue aircraft," said Russ Chew, JetBlue's President and COO. "Technology is incredibly important to our customers, and I'm pleased to welcome Joe to the team. Joe brings a wealth of experience in finding and applying customer-focused solutions, and with his leadership, we will continue to innovate meaningful services for our customers." Mr. Eng will report to Mr. Chew, and will represent Systems and Technology on the airline's Executive Team. Duffy Mees, JetBlue's Chief Information Officer, will report to Mr. Eng.

"The appropriate and strategic use of technology is vital to JetBlue's continued success," said Dave Barger, JetBlue's CEO. "I'm pleased to have Joe join our Executive Team, where he will bring his business experience and leadership to our company."

Mr. Eng was previously President and Chief Executive Officer of Spectrum Systems, a provider of IT solutions and services to the public and private sectors. Mr. Eng was recognized by CIO Magazine as one of the top 100 CIOs in 2005 for bold leadership and in 2006 for innovation. This recognition came when he was CIO, leading product development, technology, and global operations, for SWIFT, a world-wide provider of mission critical financial messaging services. Prior to that, he held leadership positions in the telecommunications industry.

"I'm honored to join the JetBlue team," Mr. Eng said. "As an air traveler, I appreciate the customer orientation of the company, and I look forward to contributing to its continued success. The appropriate use of technology to make the customer experience exceptional will continue to set JetBlue apart from the industry."

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. New service to Los Angeles International Airport begins in May. 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 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 2007 Annual Report on Form 10-K.. 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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