JetBlue Airways Reveals an Option to Exercise Even More Legroom

Mar 19, 2008

JetBlue Airways Reveals an Option to Exercise Even More Legroom

```
-- Airline reconfigures A320 fleet to provide 38-inch pitch in
      six rows; extra legroom also available in the exit
               row of the carrier's E190 fleet --

   -- Customers Enjoying Lots of Legroom(tm) Can Now Purchase
a Seat with Even More Legroom for flights on or after April 1 --
```

NEW YORK, March 19, 2008 (PRIME NEWSWIRE) -- JetBlue Airways Corporation (Nasdaq:JBLU), the low-fare, high-frills carrier that provides more legroom than any other airline in coach, today announces the reconfiguration of its Airbus A320 fleet to offer customers Even More Legroom(tm) -- a spacious 38 inches of pitch in rows 2-5 plus emergency exit rows 10 and 11 -- for a small additional fee. JetBlue will continue to provide Lots of Legroom(tm) (34-inch pitch) at no additional charge to customers in all other rows on the A320.

Customers can now purchase a seat with Even More Legroom on all A320 flights, as well as the emergency exit row of the airline's EMBRAER E190 aircraft, for flights on or after April 1 when booking at www.jetblue.com or via 1-800-JETBLUE (538-2583), or via the Manage Your Flights link on the Website. The price of a seat with Even More Legroom will vary according to the flight's length and will start as low as $10 for short-haul flights. Later this year, customers will also have the ability to purchase an Even More Legroom seat upon check-in online, at airport service counters and kiosks.

"Lots of Legroom, free TVs, generous snacks and friendly service are all part of the core JetBlue Experience, and these in-flight perks will always be provided at no extra cost to the customer," said Dave Barger, CEO of JetBlue Airways. "Our new value-added legroom product gives customers the option to make their flight even more comfortable and enjoyable with Even More Legroom, but not at the expense of other customers."

Customers flying JetBlue travel in comfort and style under the care of the airline's award-winning customer service crewmembers. On all flights, everyone is treated to Lots of Legroom; comfy, all-leather seats; and a generous complimentary selection of transfat-free snacks. When flying between destinations in the Continental U.S., customers will enjoy 36 channels of free live, DIRECTV(r) programming. 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 free XM Satellite Radio(r).

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 Lots of Legroom and super-spacious Even More Legroom seats. 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.

DIRECTV(r) service is not available on flights outside the continental United States; however, where applicable FOX InFlight is offered complimentary on these routes.

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.

```
CONTACT: JetBlue Corporate Communications
```

(718) 709-3089
CorporateCommunications@jetblue.com

JetBlue Reservations
(800) JET-BLUE (538-2583)
http://www.jetblue.com/?source=pr

Powered by SITECORE