JetBlue Airways Celebrates Earth Day With Environmental Volunteer Events and Green Product Education

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  Crewmember and Community Volunteer Tree Planting Event to Take Place
                April 19 to Support MillionTreesNYC

        Green Starter Kit Giveaway to Customers On April 22
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NEW YORK, April 17, 2008 (PRIME NEWSWIRE) -- JetBlue Airways Corporation (Nasdaq:JBLU) today announces it will celebrate Earth Day by hosting environmental volunteer activities as part of the airline's "One Thing That's Green" initiative. The program will kick off with a tree-planting event in New York City's East Harlem neighborhood on April 19, with JetBlue crewmembers, elected officials, strategic partners and the community taking part. On April 22 the airline will distribute Green Starter Kits to customers and crewmembers containing environmentally friendly products to promote education about the wide variety of products available that help our environment.

"At JetBlue, we realize it is our social responsibility to reduce our environmental impact as best we can, in line with low-cost carrier spending habits," said Icema Gibbs, Director of Community Relations for JetBlue Airways. "Through our Getting to Green initiatives, we're working to protect and preserve the environment and to do our part to be good environmental stewards. By each of us doing One Thing That's Green we can together make a difference."

One Thing That's Green encourages crewmembers, customers, partners and local communities to take action and make one change that benefits the environment. On April 19, more than 500 JetBlue crewmember and community volunteers will plant more than 250 trees in New York City's East Harlem neighborhood. In partnership with New York Restoration Project's MillionTreesNYC campaign and WLTW's 106.7 Lite FM, the event will support New York City's plans to plant one million trees in the city in the next 10 years. The new trees will improve the environment by helping moderate climate, improving air quality, harboring wildlife, and supporting neighborhood beautification that will last a lifetime.

This will be the first of three tree planting events held in the next year in partnership with New York Restoration Project's MillionTreesNYC campaign. More information is available at www.onethingthatsgreen.com. Crewmembers in several of JetBlue's other cities are also taking part in local environmental volunteer initiatives, ranging from beach and river cleanups to tree planting events as they do their One Thing That's Green. JetBlue is pleased that several business partners, including Dunkin' Donuts(r), The LEAGUE and Hands On Network, will participate in several of the events.

On April 22, JetBlue will celebrate Earth Day by distributing Green Starter Kits to its customers and crewmembers. The kits contain environmentally friendly product samples or coupons from companies that have made a commitment to the Earth and offer consumers the opportunity to do One Thing That's Green and consider replacing traditional products with greener alternatives, including:

ChicoBag: The unforgettable ultra-compact reusable bag that fits in a pocket! Colorful, washable, great gift, healthy fundraiser, and with custom printing, an effective promotional tool.

CleanWell(tm): CleanWell All-Natural Hand Sanitizers and Antibacterial Hand Washes are made with the breakthrough formula Ingenium(tm), a patented blend of pure botanicals that has been lab-proven to kill 99.99 percent of germs without alcohol or harsh chemicals. CleanWell is the only antibacterial soap that is Triclosan-free. CleanWell is safe for kids, gentle, certified cruelty-free, and biodegrades quickly. Learn more at cleanwelltoday.com.

John Masters Organics: For more than 15 years, John Masters Organics has used the world's finest certified organic ingredients to produce Super Natural Beauty for hair, skin and home. Celebrate Earth Day with 20% off orders at johnmasters.com through May 31, 2008. Enter discount code 'jet' on all orders to receive the discount.

Kiss My Face: From our humble beginnings 25 years ago on an organic farm in upstate NY, to being available at great retailers across the country and around the world, we have been using the latest scientific research and combining it with the most effective ingredients nature offers -- no artificial colors, unnecessary chemical additives, animal ingredients or animal testing -- to create healthy, cruelty-free product choices. We're still located in that little village and encourage you to visit www.kissmyface.com for the whole story.

Numi Organic Tea: Numi's Organic and Fair Trade Certified teas deliver a pure and authentic taste. Numi only uses real ingredients and never adds oils or "natural" flavors. Numi only uses post-consumer waste paper in its packaging and oxygen-bleached natural fiber teabags -- never nylon bags made from petroleum. For more information, visit www.numitea.com.

Organic Valley: Organic Valley shelf-stable 8 oz. Low Fat Organic milks are produced by a cooperative 1,200-plus organic family farmers who farm in harmony with nature, protecting the environment for future generations. Its environmentally-friendly shelf stable packaging has a 97:3 product-to-

packaging ratio and uses 60% less plastic than other forms of packaging. For more information, visit www.organicvalley.coop.

Pangea Organics: Taking great care of your skin means understanding what you put on it. Especially since most of what goes on your body makes its way into your body. If it's in our products, it's on our labels -- we promise. That's the beauty of Pangea Organics. Ecocentric Bodycare: Always Beneficial, Never Artificial. www.pangeaorganics.com.

Preserve(r) Toothbrush: With its curved handle made from recycled plastic -- including yogurt cups -- and its soft bristles, the Preserve Toothbrush is both eco-friendly and provides great reach and thorough cleaning. Once you're finished with it, download a postage-paid mailer at www.recycline.com and return the case and brush for recycling.

Seventh Generation: For 20 years, Seventh Generation has created effective household and personal-care products that are healthy and safe for the air, the surfaces, the fabrics, the pets, and the people within your home -- and for the community and environment outside of it. Please visit www.seventhgeneration.com.

Sharp AQUOS(r) LCD TVs: Sharp is passionate about environmental conservation. Sharp has long been a world leader in solar cell production and their environmentally-friendly LCD television manufacturing facility in Kameyama, Japan features the world's largest roof-mounted solar system. All AQUOS LCD TVs are Energy Star(r) qualified and their appliances and business products are among the industry's most energy efficient. For more information visit www.sharpusa.com.

Simply Organic(r), an all-organic brand of USDA-certified organic spices, seasonings, baking flavors and mixes, donates 1% of total sales to support organic agriculture around the globe. Among many other green initiatives, the company purchases carbon offset "green tags" for energy used in operations and order shipping. Find out more about Simply Organic at www.simplyorganicfoods.com.

SOYJOY is a nutritious snack made from whole soy that comes in six different flavors. Each SOYJOY contains unprocessed, non-genetically modified whole soybeans and real fruit. What it doesn't contain is preservatives, gluten or artificial flavors. We believe that eating all-natural foods, like SOYJOY, may help you see the bright side of things, and feel more optimistic about the world around you. For more information on how to fortify your life with optimism, visit SOYJOY.com.

Weleda: For 87 years Weleda has been Cultivating Beauty(tm) with the use of Biodynamic(r) and organic ingredients in body care and medicines to promote natural harmony and health. All products contain the highest quality ingredients, handpicked by Weleda and delivered directly to you. Products do not contain synthetic preservatives, fragrances, colorants, raw materials derived from mineral oils or parabens and are never tested on animals. Visit www.usa.weleda.com for more information.

JetBlue's One Thing That's Green volunteer initiatives and distribution of the Green Starter Kits are the start of a larger corporate environmental initiative the airline will launch in late spring as part of its dedication to environmental stewardship.

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.

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