jetBlue

Flying. It's Why JetBlue Created Jetting.

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New Brand Campaign Renames and Redefines the Air Travel Category JetBlue Pioneered in 2000

NEW YORK, May 8, 2008 (PRIME NEWSWIRE) -- JetBlue Airways Corporation (Nasdaq:JBLU) today invites customers to join the airline in saying goodbye to flying and hello to 'jetting.'

JetBlue's new "Happy Jetting" brand campaign, developed in partnership with JWT New York, has been created to rename and refocus on the airline's strategy of delivering a "true value" experience for every customer, one that includes competitive fares, award-winning service and complimentary onboard amenities, such as free DIRECTV(r) and XM Satellite Radio(r), unlimited snacks and spacious leather seats.

Within the current challenging industry and economic environments, JetBlue is setting itself apart as the airline that offers true value for money and where great service and product are still included in the fare.

"JetBlue has been 'jetting' since 2000, but we just never called it that," said Andrea Spiegel, Vice President of Marketing for JetBlue Airways. "We've always set ourselves apart from the rest of the industry through our focus on service and product, and it was time to make the break complete and to rename what it is we do. At JetBlue, we don't fly -- that's for other airlines -- we jet."

As a customer service company that happens to be an airline, JetBlue set out from its launch in 2000 to redefine air travel and to bring humanity back to the skies. Eight years later, as the aviation industry faces more challenges than ever from financial pressures to a declining focus on customer service, JetBlue continues to focus on customer service and to introduce new products and services designed to enhance the experience, including 'add-ons' that give customers ever more choice and generate ancillary revenue, such as Even More Legroom and an expanded selection of first-run movies.

"Happy Jetting is just as much an internal campaign for JetBlue crewmembers as it is an advertising campaign and it forms the platform for a renewed focus on service across our entire company," continued Ms. Spiegel. "Aviation is a particularly tough industry right now, but we definitely see a place for optimism in the parts that we control, like our customer service and our product. Happy Jetting captures the approach and attitude to service of our more than 12,000 crewmembers. So if even the best laid travel plans go awry, Happy Jetting is about how we deal with them and how we find solutions."

The "Happy Jetting" campaign was created in partnership with the airline's communication agency, JWT New York, and consists of a variety of advertising and experiential elements, including a micro-site (www.happyjetting.com), hard-cover brand book and more. Beginning May 5, Happy Jetting advertising installations will dominate New York City's Union Square and Grand Central Stations. Television advertising will run nationally beginning May 12. The airline also plans a series of guerrilla marketing campaigns and special events to launch the brand campaign.

"JetBlue is a brand that has been built on great customer experience and word of mouth about that experience. Happy Jetting is an idea that transcends advertising. It is a way of capturing that experience and articulating it across every conceivable medium," said Ty Montague, JWT President/Chief Creative Officer.

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. 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(tm) 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, Company's 2007 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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