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Only Airline to be Recognized for Corporate Achievement in Design

NEW YORK, May 13, 2008 (PRIME NEWSWIRE) -- JetBlue Airways (Nasdaq:JBLU), the airline that brought style back to the skies, has been recognized for excellence in design by the Smithsonian's Cooper-Hewitt, National Design Museum. New York's hometown airline was a finalist in the Corporate Achievement category in the 2008 National Design Awards, recognized for incorporating a strong design aesthetic into every aspect of its business and for advancing the relationship between design and quality of life.

"Design has been an integral part of JetBlue's corporate strategy and identity since its inception in 2000," the Awards committee said. "The company is committed to providing low-cost air travel while maintaining a high level of service for its customers. JetBlue has distinguished itself by infusing a stylish and witty aesthetic into every phase of its business, from booking travel on its easy-to-navigate web site to the clean, simple design of its check-in kiosks, crewmember uniforms, and merchandise. The company has also set the standard for in-flight entertainment by being the first airline to provide free, live in-seat satellite television service to every customer."

JetBlue's in-house aesthetic direction is led by General Manager - Brand Design, T.J. McCormick, who is responsible for all aspects of the airline's visual identity, from signage and aircraft livery to uniforms and JetBlue-branded merchandise available at the ShopBlue online store (www.jetblue.com/shopblue). JetBlue's integrated identity will soar to new heights when its new home opens this fall at John F. Kennedy International Airport's Terminal Five bringing together the best elements of the JetBlue brand and experience in attractive, world-class facilities.

"From booking to baggage claim, JetBlue takes design seriously in all aspects of the travel experience," said Andrea Spiegel, JetBlue's Vice President of Marketing. "We are humbled that our company and our crewmembers, led by T.J. and his team, have been honored by the prestigious National Design Awards. Cooper-Hewitt recognition is a pinnacle in the design world, made even sweeter by the fact that JetBlue is the only airline and the youngest company ever to be recognized in this category."

About Cooper-Hewitt, National Design Museum

The Smithsonian's Cooper-Hewitt, National Design Museum is the only museum in the nation devoted exclusively to historic and contemporary design. The museum presents compelling perspectives on the impact of design on daily life through active educational programs, exhibitions and publications. Founded in 1897 by Amy, Eleanor and Sarah Hewitt-granddaughters of industrialist Peter Cooper-as part of the Cooper Union for the Advancement of Science and Art, the museum has been a branch of the Smithsonian since 1967.

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 52 cities with 550 daily departures. 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 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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