JetBlue Announces Jetting to Green Environmental Initiatives

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Carbon Offset Program Launched With Carbonfund.org Partnership Launched With Airbus, Honeywell and International Aero Engines to Research Alternative Jet Fuels

NEW YORK, May 20, 2008 (PRIME NEWSWIRE) -- JetBlue Airways Corporation (Nasdaq:JBLU) today announces Jetting to Green - a suite of initiatives designed to reduce the airline's environmental impact and make a difference within the company, the airline industry and the communities it serves. Jetting to Green offers JetBlue customers the opportunity to offset carbon dioxide emissions generated by their travel through an instrumental partnership with Carbonfund.org. The airline is also partnering with Airbus, Honeywell Aerospace and International Aero Engines to pursue development of a sustainable second-generation biofuel for use in commercial aircraft. The companies' joint activity will help develop renewable energy technology to convert vegetation- and algae-based oils into aviation fuels.

Other elements of Jetting to Green include increasing operational procedures that minimize the airline's environmental footprint, publishing an environmental and social report, and connecting crewmembers and customers with opportunities to volunteer and make a difference in their own neighborhoods. Complete program details can be found at www.jetblue.com/green. JetBlue is celebrating the program by conducting a Jetting to Green sweepstakes with the opportunity to win a Toyota Prius hybrid vehicle and other green prizes.

"Jetting to Green is an environmental campaign with a comprehensive approach," said Icema Gibbs, director of community relations for JetBlue Airways. "The program invites our customers to join us as we take immediate action to reduce our environmental impact through volunteerism and carbon offsetting, but it also promotes environmental improvements for the future through educational initiatives and industry research and development. Together we can begin to affect change and make a difference for our planet, and Jetting to Green provides the vehicle for JetBlue and our customers to do just that."

Partnership with Carbonfund.org

Jetting to Green includes a partnership with Carbonfund.org, a nonprofit organization that allows customers to offset carbon dioxide emissions generated by their individual air travel with carbon offsets. Upon completing their JetBlue itinerary online, customers will have the option to link directly to www.carbonfund.org/jetblue to offset their flight's carbon footprint. Customers will be able to calculate the carbon footprint for their flight using a Flight Calculator or donate and offset their travel by choosing one of two preset options that start at $5.00 per roundtrip flight. All contributions are tax deductible.

Customers' donations will support a portfolio of environmental projects in select states currently served by JetBlue. Donations will further the development of wind power in Texas, assist with the capture of methane gas from landfills in Upstate New York, and continue reforestation efforts on 1,100 acres in Louisiana, which will restore native trees and protect local wildlife.

In addition to offering customers the opportunity to support carbon offset projects, JetBlue has committed to offset carbon dioxide emissions generated by the airline's crewmembers traveling for corporate business in 2008. This will fund the planting of approximately 11,200 trees in Louisiana, creating a 40-acre forest.

"JetBlue is not just offsetting its own corporate emissions, but is empowering those who fly JetBlue to do the same," said Eric Carlson, executive director of Carbonfund.org. "As a business, JetBlue has always been one of the leading innovators in its industry. Now it's taking that innovation to the fight against global climate change."

Alternative Fuel Partnership

JetBlue has partnered with Airbus, Honeywell Aerospace and International Aero Engines to pursue development of a sustainable biofuel for use in commercial aircraft. The goal of the partnership is to develop an alternative jet fuel derived from renewable biomass sources - known as second-generation biofuels - that do not compete with existing food production. Research and testing will focus on the conversion of biological materials into aviation fuel that performs identically to or as a blend component with traditional fuels while meeting the stringent performance specifications for commercial aircraft flight.

Along with reducing the airline industry's impact on the global environment and reliance on petroleum-based fuel, using second-generation biofuels offer potential environmental advantages that include reduced emissions and carbon footprint.

Jetting to Green Sweepstakes

To celebrate the launch of Jetting to Green, JetBlue is offering a chance to win a variety of green prizes, including a Toyota Prius hybrid, an ENERGY STAR(r) qualified Sharp AQUOS(r) LCD TV with a Blue-ray Disc(tm) player, and a Green Planet Films DVD library. Visit www.jettingtogreensweepstakes.com for

official rules and to enter to win. The sweepstakes runs through June 30, 2008.

Jetting to Green is one element of JetBlue's recently announced Happy Jetting brand campaign designed to differentiate the airline's strategy of delivering a "true value" experience for every customer. 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 set a new course by saying goodbye to flying and hello to 'jetting.'

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

About Carbonfund.org

Carbonfund.org is one of the country's leading carbon reduction and offset organization. Carbonfund.org educates the public about the dangers of climate change and makes it easy and affordable for individuals, businesses and organizations to reduce their climate impact. Carbonfund.org works with over 600 corporate and non-profit partners including Volkswagen, Allstate, Discovery, Dell, Orbitz, Lancome and Environmental Defense. Please visit www.carbonfund.org.

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.

Jetting to Green sweepstakes begins at 12:00:01 AM EDT on April 22, 2008 and ends at 11:59:59 PM EDT on June 30, 2008. No purchase necessary to enter or receive a prize. Sweepstakes open to legal residents of the fifty (50) United States and the District of Columbia who are 21 years of age or older and licensed drivers possessing a valid driver's license at the time of entry. Void in Antilles, Aruba, Bahamas, Bermuda, Cancun, Dominican Republic, Mexico, Puerto Rico, outside the U.S. and where prohibited and restricted by law. See official rules at www.jettingtogreensweepstakes.com/rules.html. All rights reserved. Sharp and AQUOS are registered trademarks of Sharp Corporation. This sweepstakes is administered by Centra Marketing & Communications on behalf of JetBlue Airways Corporation.

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 and our new terminal at JFK; 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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