JetBlue Airways' New Premium Entertainment Channels Screen First-Run Movies From Six Major Hollywood Studios

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     'Jetblue Features' Channels to Offer Six Movie Choices Each Month
From Studios Including Disney, Fox, NBC Universal, Paramount Pictures,
                   Sony Pictures and Warner Bros.

  June Kicks-off With College Road Trip, Horton Hears a Who, Vantage
      Point, The Other Boleyn Girl, Fool's Gold and 10,000 B.C
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NEW YORK, June 2, 2008 (PRIME NEWSWIRE) -- New York-based JetBlue Airways Corporation (Nasdaq:JBLU) today announced multi-year relationships with six major Hollywood studios, including Disney, FOX, NBC Universal, Paramount Pictures, Sony Pictures and Warner Bros., to launch JetBlue Features, the airline's new premium in-flight movie channels. Each month, six first-run movie titles will be available -- three selections in each flight direction on channels 38, 39 and 40 -- for a nominal $5 fee on flights longer than two hours.

The movies chosen each month will be a rotating collection from any of the six major studios. The following movies will be available on JetBlue Features in June:

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* Disney - College Road Trip
* FOX - Dr. Seuss' Horton Hears A Who
* Sony Pictures - Vantage Point and The Other Boleyn Girl
* Warner Bros. - Fool's Gold and 10,000 B.C
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"By partnering with each of the six major studios, we are providing our customers with the best possible movie content each month, making their trip as enjoyable as their destination," said Brett Muney, General Manager of Product Development for JetBlue Airways. "In addition to our free, award-winning in-flight entertainment choices, customers can now view some of Hollywood's hottest movies at 30,000 feet."

Linda Palmer, senior vice president, Walt Disney Studios Motion Pictures Non-Theatrical, Inc., said, "We're delighted to be participating with JetBlue in the launch of their innovative new 'JetBlue Features' program, and look forward to helping them deliver the ideal in-flight experience for their customers. Disney films have a wide appeal to travelers of all ages, and we know that this offering is going to prove very popular. JetBlue is one of the most successful companies when it comes to customer satisfaction, and we're proud to be working with them on this new program which brings first run motion pictures from Disney and Touchstone Pictures to moviegoers on the go."

"From the big screen to JetBlue's personal seatback TVs, FOX is dedicated to bringing the biggest box office hits to jetters coast-to-coast," said Neal Rothman, Vice President of Digital Exhibition & Non-Theatrical Sales for FOX. "We are excited to kickoff the summer with Dr. Seuss' Horton Hears a Who."

"NBC Universal is happy to be a part of JetBlue's in-flight entertainment programming," says Phyllis Bagdadi, Senior Vice President, Non-Theatrical Sales, NBC Universal Domestic Television Distribution. "We are certain their customers will be very pleased with this expansion of entertainment choices."

"Paramount Pictures is thrilled to be a part of Jet Blue's entertainment flight plan to offer travelers first-class, first-run movies," said Joan Filippini, Senior Vice President, Non-Theatrical Sales, Paramount Pictures.

"Sony Pictures is proud to provide JetBlue Airways and its customers with non-stop entertainment through our hottest movie releases available in-flight," said Rana Matthes, SVP WW Non-Theatrical & Repertory Sales. "Warner Bros is excited to be in business with JetBlue to bring quality movies to their customers in the air," said Jeff Crawford, Warner Bros.' Senior Vice President.

Additionally, the airline's new in-flight identity package for the JetBlue Features channels, created by branding and design agency Bombastic, offers a new look and feel to previews, including customizable, animated in-flight presentation packages and forward-thinking identity design.

On JetBlue's flights to the Caribbean, two movie titles in English and one in Spanish will be offered each way for the $5 fee. Additionally, the airline's fleet-wide offering of more than 100 channels of free XM Radio and its free signature in-flight video magazine, "Times On Air", will also be available on Caribbean flights. DIRECTV(r) service is not available on flights outside the continental United States.

Customers enjoy JetBlue's award-winning customer service and in-flight experience, including all-leather seats with personal seatback TVs and Lots of Legroom. When jetting between destinations in the continental U.S., customers are treated to 36 channels of free, live DIRECTV(r) programming. On JetBlue's EMBRAER 190 planes, as well as upgraded aircraft in its A320 fleet, customers can listen to more than 100 channels of XM Radio free at every seat. XM is being introduced to additional planes throughout 2008, making it soon available on the entire JetBlue fleet.

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.

The JetBlue logo is available at http://www.primenewswire.com/newsroom/prs/?pkgid=795

DIRECTV(r) service is not available on flights outside the continental United States.

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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