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- Site provides a more robust online shopping experience for Spanish-speaking customers -

NEW YORK, June 30 /PRNewswire-FirstCall/ -- JetBlue Airways Corporation (Nasdaq: JBLU), together with website language management (WLM) company MotionPoint Corporation, today announced the launch of the much-anticipated Spanish version of www.JetBlue.com, offering a more robust online shopping experience for the value airline's Spanish-speaking jetters. Customers who prefer to shop for flights en espanol can now log on directly to www.jetblue.com/espanol or click the link at the top of the JetBlue.com homepage to access the site.

While most of the content is a direct translation of the English version, Hispanic-specific marketing messages and offers will also be posted. In the first phase, more than 90 percent of the JetBlue.com site is Spanish-enabled. Additional links, including: Work Here; Investor Relations; and some of the airline's ancillary products will be translated in the near future. Translation of JetBlue's kiosks, confirmation itineraries and pre-flight emails and consumer emails will also be part of phase two.

To translate the site into Spanish and keep it updated, JetBlue hired business partner MotionPoint Corporation. The company combines human translation with technology to deliver a fully enabled, multilingual web experience. Rather than building a second website, MotionPoint's TransMotion(R) technology adds another language layer to the original jetblue.com site.

As JetBlue continues to expand into more and more Spanish-speaking markets, it is essential that we provide a robust bilingual website to stay culturally relevant to our largely diverse audience of JetBlue customers, said Michael Stromer, Director of Interactive Marketing for JetBlue Airways. MotionPoint gives us the responsiveness and translation quality that we demand to preserve our brand and deliver the core JetBlue Experience to our Latino and Hispanic communities.

JetBlue is such an innovator when it comes to surprising and delighting its customers. We are thrilled to be associated with JetBlue and are particularly pleased with their commitment to serving the rapidly growing Hispanic market here in the United States, said Chuck Whiteman, Senior Vice President of Client Services for MotionPoint.

JetBlue recently announced expansion plans in Florida, Puerto Rico and the Caribbean, including the Dominican Republic. The site is a further example of the airline's commitment to its bilingual Customers and Crewmembers in its efforts to grow its Hispanic markets.

MotionPoint Corporation offers clients a turnkey solution to publish their fully functional websites in multiple languages. MotionPoint's proprietary technology makes it easy to add any language to any website -- and radically improves the ROI of doing so. The company serves U.S. based and international clients from its headquarters in South Florida. For more information about MotionPoint, please visit www.MotionPoint.com.

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 600 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. (C)2008 JetBlue Airways

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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