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     New service to Tampa Begins November 2, With Fares
                  From $114(a) Each Way

         More Flights to Three Other Florida Cities
                     Begin November 2
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NEW YORK, July 15, 2008 (PRIME NEWSWIRE) -- JetBlue Airways (Nasdaq:JBLU) will expand its presence at Westchester County Airport this winter, growing to become the airline with the most seats to the most destinations as it begins nonstop service to Tampa, Fla., and adds more flights on routes to Fort Lauderdale, Orlando, and Palm Beach. JetBlue's added service to all four cities takes flight November 2, bringing even more convenient and affordable service to Westchester County, Fairfield County, and Hudson Valley travelers just in time for the snowbird season.

JetBlue will offer the following 11 daily departures from Westchester County Airport this winter:

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   * Fort Lauderdale (3 daily flights)
   * Fort Myers (1 daily flight)
   * Orlando (4 daily flights)
   * Palm Beach (2 daily flights)
   * Tampa (1 daily flight)
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JetBlue's new service from White Plains to Tampa, with fares starting at $114(a) each way:

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White Plains, N.Y. (HPN) to                Tampa, Fla. (TPA) to
   Tampa, Fla. (TPA)                     White Plains, N.Y. (HPN)
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     Depart - Arrive                           Depart - Arrive
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  8:00 a.m. - 10:50 a.m.                   11:30 a.m. - 2:20 p.m.
(Daily eff. Nov. 2, 2008)                (Daily eff. Nov. 2, 2008)
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"Here at JetBlue, we're thrilled that our customers in Westchester and Fairfield counties have made us the largest airline at Westchester County Airport," said Vice President of Network Planning Marty St. George. "Since we kicked off service here in early 2007, our operation has been a rousing success. JetBlue offers customers unmatched amenities and an award-winning travel experience, and we're pleased to add more of that signature service at HPN as we continue the ongoing optimization of route network."

JetBlue will operate its new Tampa route aboard the 150-seat Airbus A320. All JetBlue flights from Westchester County include JetBlue's signature 36 channels of DIRECTV(r) programming at every seat -- the most free live television of any airline -- in addition to more than 100 channels of XM Satellite Radio. JetBlue's fleet offers spacious all-leather seating plus the most legroom in coach (based on average fleet-wide seat pitch for U.S. airlines). Unlimited snacks and friendly customer service come free with every JetBlue flight.

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 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.

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

(a) All fares are subject to change without notice. Fares are only available for flights booked at jetblue.com. Travel costs $15 more per person if purchased by telephone or at an airport or city ticket office. Travel commences November 2, 2008. Fares require up to a 10-day advance purchase. All fares must be purchased at time of reservation, and are one-way, nonrefundable, and nontransferable. Cancellations and changes can be made prior to scheduled departure for $100 per person at 1-800-JETBLUE or at jetblue.com, with applicable fare adjustment. Cancellations are for a JetBlue travel credit only, which is valid for one year. If a reservation is not changed or canceled prior to scheduled departure, all money associated with the reservation is forfeited. Fares do not include Passenger Facility Charges of up to $9 each way, September 11th Security Fees of up to $5 each way and a Federal Segment Tax of $3.50 per domestic segment. All taxes and fees must be paid at the time of purchase. JetBlue reserves the right to deny boarding to passengers without proper documentation. A second bag fee of $20 applies. DIRECTV(r) service is not available on flights outside the continental U.S. Other restrictions apply.

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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