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The Only Nonstop Service to L.A.'s Easy-In, Easy-Out Long Beach Airport Starts October 9

Fares Start At $79(a) Each Way

PORTLAND, Ore., July 16, 2008 (PRIME NEWSWIRE) -- JetBlue Airways (Nasdaq:JBLU) today announces plans to launch new service this fall between Portland International Airport and its West Coast focus city in Long Beach, Calif. JetBlue will offer two daily nonstop flights to the hassle-free Long Beach Airport, conveniently located between Los Angeles and Orange County. One daily flight begins October 9, while a second daily roundtrip begins November 2. Fares start as low as $79(a) each way.

The introduction of JetBlue service to Long Beach also marks the debut of the airline's EMBRAER 190 aircraft in Portland. JetBlue is the first airline to serve Oregon with the E190, a quiet, fuel-efficient, and full-size 100-seat jet that offers travelers all of JetBlue's signature amenities: 36 channels of free live DIRECTV(r) programming, more than 100 channels of XM Satellite Radio(r), plus comfy leather seats (either an aisle or window, with no middle seat!), lots of legroom, unlimited free snacks and JetBlue's acclaimed customer service.

JetBlue's new service between Portland and Long Beach:

Portland, Ore. (PDX) to Long Beach, Calif. (LGB)	Long Beach, Calif. (LGB) to Portland, Ore. (PDX)
Depart - Arrive	Depart - Arrive
7:30 a.m. - 9:45 a.m. (Daily eff. October 10)	11:10 a.m. - 1:35 p.m. (Daily eff. November 2)
2:10 p.m. - 4:25 p.m. (Daily eff. November 2)	5:05 p.m. - 7:30 p.m. (Daily eff. October 9)

Portland customers traveling to destinations beyond Long Beach may take advantage of easy connecting service to seven additional cities including Austin, Tex.; Boston; Chicago (O'Hare); Fort Lauderdale, Fla.; Las Vegas; New York (JFK); and Washington (Dulles). JetBlue also offers nonstop service to New York's John F. Kennedy International Airport.

"JetBlue's new nonstop service connecting PDX and Long Beach is a welcome addition for our community, as more than a million travelers fly each year between PDX and the L.A. Basin, making it our top travel destination," said David Zielke, Port of Portland general manager of air service development. "JetBlue has been a great partner with our community since May 2005."

"It's been three years since JetBlue launched our award-winning service to Portland, redefining the air travel experience while bringing humanity back to the skies," said Scott Laurence, JetBlue's director of route planning. "Today we're pleased to give our growing customer base in the Pacific Northwest premium low fare flights to L.A.'s most convenient airport."

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. Fares require up to a 14-day advance purchase. Travel must be booked by July 31, 2008 11:59 PM MT. Travel must take place between October 9, 2008 and November 19, 2008. Travel must be completed by November 19, 2008. Travel must take place on Tuesday, Wednesday, and/or Saturday. Fares may not be available on all days or on all flights. Fares are most often found on midweek travel dates. 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. A segment is a takeoff and landing. 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 US. 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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