Photo Release -- While the CFO is Away, Jetters Will Play! JetBlue Airways Launches Fall Sale With Fares the CFO Wouldn't Approve

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Value airline urges customers to grab fares as low as $39 each way
               (a) before he returns on August 6

  Enter-to-win two roundtrip tickets daily to destinations across
    JetBlue's network in the 'Jetters Will Play' Sweepstakes (b)
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NEW YORK, July 28, 2008 (PRIME NEWSWIRE) -- JetBlue Airways' Chief Financial Officer, Ed Barnes, headed out on his annual vacation this morning unaware that the airline's revenue management team would use the opportunity to give customers even greater low fares for its annual fall sale, which launches today. The 'Jetters Will Play' Sale is only available while Ed is away. Travel must be booked online at www.jetblue.com before Wed., August 6.

A photo accompanying this release is available at http://www.primenewswire.com/newsroom/prs/?pkgid=5283

"Ed is a fiscally responsible guy -- a great CFO, in fact -- but we felt it was time to cut loose a little," said Fiona Morrison, JetBlue's director of brand management and advertising. "With Ed away, we're giving all the jetters out there a chance to scoop up fares as low as $39 each way to destinations across the U.S and the Caribbean. We know he'll understand when he sees how much fun our customers are having."

In addition to these fall sale fares, customers can also enter for the chance to win two roundtrip tickets each day to the following destinations during the 'Jetters Will Play' sweepstakes (b):

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* Mon., July 28: Austin, TX   * Fri.-Sun., August 1-3: Nassau, Bahamas
* Tues., July 29: California  * Mon., August 4: New York
* Wed., July 30: Chicago, IL  * Tues., August 5: Puerto Rico
* Thurs., July 31: Florida    * Wed., August 6: St. Maarten
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One-way sale fares as low as $79 (a) are available between Austin, TX and Fort Lauderdale, FL or Long Beach/L.A., CA; or $99 (a) one-way between New York's John F. Kennedy International Airport (JFK) and Ponce or Aguadilla, Puerto Rico.

New western routes are on sale between Long Beach and San Jose for $39 (a) or between Burbank and Las Vegas for $59 (a), or jet from Seattle to Long Beach for as little as $99 (a). Las Vegas to Salt Lake City is on sale for $44 (a); and one-way fares as low as $79 (a) are available from Long Beach to Portland, Oregon or $69 (a) to Sacramento.

Sale fares must be purchased by 11:59 p.m. MDT on Wednesday, August 6, 2008 and require up to a 7-day advance purchase. Travel to Northeast and Florida must take place between September 3, 2008 and December 17, 2008. Travel to the Caribbean, Mexico, and Western states must take place between August 11, 2008 and November 1, 2008. Blackout dates and other restrictions apply (a).

Additional Jetters Will Play Sale fares include:

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Austin, TX to/from:
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Fort Lauderdale, FL  $79 (a)      Seattle, WA        $169 (a)
Long Beach, CA       $79 (a)      San Jose, CA       $179 (a)
New York (JFK)      $149 (a)      Tampa, FL           $89 (a)
Orlando, FL          $89 (a)      Washington, D.C.
San Francisco, CA   $129 (a)      (Dulles)            $69 (a)
                                  West Palm Beach, FL $94 (a)
Boston, MA to/from:
-------------------               Buffalo, NY to/from Florida:
Austin, TX          $149 (a)      ---------------------------
Buffalo, NY          $59 (a)      Fort Lauderdale, Fort Myers
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Charlotte, NC	$69 (a)	or Orlando, FL	$94 (a)
Chicago, IL	$109 (a)		
Fort Lauderdale, FL	$94 (a)	Fort Lauderdale, FL to/from:	
Jacksonville, FL	$89 (a)	----------	
Las Vegas, NV	$139 (a)	Charlotte, NC	$69 (a)
Long Beach, CA	$169 (a)	Raleigh/Durham, NC	$59 (a)
New Orleans, LA	$94 (a)	Richmond, VA	$79 (a)
New York (JFK)	$59 (a)	Washington, D.C.	
Oakland, CA	$179 (a)	(Dulles)	$89 (a)
Orlando, FL	$94 (a)		
Pittsburgh, PA	$79 (a)	Las Vegas, NV to/from:	
Raleigh/Durham, NC	$69 (a)	----------	
Richmond, VA	$69 (a)	Burbank, CA	$59 (a)
Portland, OR	$79 (a)	Salt Lake City, UT	$44 (a)
Sacramento, CA	$69 (a)		
San Jose, CA	$39 (a)	Long Beach, CA (L.A.) to/from:	
Seattle, WA	$99 (a)	----------	
Washington, D.C.		Las Vegas, NV	$59 (a)
(Dulles)	$169 (a)	Oakland, CA	$54 (a)
		Portland, ME	$59 (a)
New York/White Plains (HPN)		Raleigh/Durham, NC	$59 (a)
to/from Florida:		Richmond, VA	$59 (a)
----------		Rochester, NY	$59 (a)
Fort Lauderdale, Fort Myers,		San Diego, CA	$169 (a)
or West Palm Beach	$89 (a)	San Francisco, CA	$179 (a)
Orlando, Tampa	$79 (a)	San Jose, CA	$179 (a)
		Salt Lake City, UT	$149 (a)
New York John F. Kennedy (JFK)		Sarasota, FL	$89 (a)
to/from:		St. Maarten	$169 (a)
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Aruba, The		Tampa, FL	$89 (a)
Netherlands	$169 (a)	Washington, D.C.	
Aguadilla,		(Dulles)	$59 (a)
Puerto Rico	$99 (a)	West Palm Beach, FL	$89 (a)
Buffalo, NY	$59 (a)		
Burbank, CA	$169 (a)	New York (LGA/) to/from	
Burlington, VT	$59 (a)	Florida:	
Cancun, Mexico	$155 (a)	----------	
Charlotte, NC	$59 (a)	Fort Lauderdale, Orlando or	
Chicago, IL	$129 (a)	West Palm Beach	$89 (a)
Denver, CO	$149 (a)		
Fort Lauderdale, FL	$89 (a)	New York/Newark (EWR) to/from	
Fort Myers, FL	$89 (a)	Florida:	
Houston, TX	$139 (a)	----------	
Jacksonville, FL	$79 (a)	Fort Lauderdale, Fort Myers,	
Las Vegas, NV	$159 (a)	Orlando, Tampa, or West Palm	
Long Beach, CA	$169 (a)	Beach	$89 (a)
Nassau, The Bahamas	$131 (a)		
New Orleans, LA	$94 (a)	Orlando, FL to/from:	
Oakland, CA	$179 (a)	----------	
Orlando, FL	$89 (a)	Aguadilla,	
Pittsburgh, PA	$59 (a)	Puerto Rico	$79 (a)
Ponce, Puerto Rico	$99 (a)	Cancun, Mexico	$99 (a)
		Ponce, Puerto Rico	$69 (a)
		Richmond, VA	$79 (a)
		Washington, D.C.	
		(Dulles)	$89 (a)
		San Diego, CA to/from:	

		Seattle, WA	$119 (a)
		Salt Lake City, UT	$89 (a)

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) For travel intra-California and to/from California, Utah, Texas, Arizona, Nevada, Washington, Oregon, Colorado, Mexico, Aruba, Puerto Rico, Bahamas and/or St. Maarten, travel must take place between August 11, 2008 and November 1, 2008. Travel must be completed by November 1, 2008. Travel to/from Mexico, Aruba, Puerto Rico, and/or Bahamas must take place on Monday, Tuesday, Wednesday, and/or Thursday. Travel to/from St. Maarten must take place on Monday, Tuesday, Wednesday, Thursday, Friday, and/or Sunday. Travel to/from California, Utah, Texas, Arizona, Nevada, Washington, Oregon, and/or Colorado must take place on Tuesday, Wednesday, and/or Saturday. For all other city pairs, travel must take place between September 3, 2008 and December 17, 2008. Travel must be completed by December 17, 2008. Blackout dates for travel are between November 22, 2008 and December 2, 3008. Travel must take place on Monday, Tuesday, Wednesday, Thursday, and Saturday. 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 August 6, 2008, 11:59 PM MT. 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 (1-800-861-3372 if located in Mexico, 1-297-588-5388 if located in Aruba, 1-801-365-2583 if located in St. Maarten) 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. International fares also do not include government fees and taxes of up to $71.25 each way. Puerto Rico fares also do not include a US Departure Tax of $15.40 each way. 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.

(b) No purchase necessary to enter or receive a prize. Sweepstakes begins at Midnight Eastern Daylight Time ("EDT") on July 28, 2008 and ends at 11:59:59 PM EDT on August 6, 2008. Sweepstakes open to legal residents of the fifty (50) United States and the District of Columbia aged 18 years or older. 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.jetbluesweepstakes.com for details.

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.

The photo is also available via AP PhotoExpress.

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