Jetting On JetBlue Airways? glaceau vitaminwater, ROCKSTAR Energy Drinks and Stirrings Cocktail Mixers Coming Soon

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Hydrate Responsibly, Party Like a Rockstar(r) or Stir Up a Cosmo On All A320 Flights Beginning August 3

Enhanced In-flight Beverages Available for $3

NEW YORK, July 31, 2008 (PRIME NEWSWIRE) -- JetBlue Airways Corporation (Nasdaq:JBLU) today announces that customers jetting on flights serviced by its Airbus A320 fleet will soon have the option to upgrade their JetBlue Experience with buy-on-board beverages including glaceau vitaminwater(r), ROCKSTAR(r) energy drinks and Stirrings cocktail mixers. Beginning August 3, these enhanced products will be available for $3. JetBlue provides the convenience of a Cashless Cabin for all in-flight purchases.

glaceau vitaminwater, with a unique blend of nutrients and filtered water, will be offered in three flavor varieties, including vitaminwater revive, essential and XXX. ROCKSTAR, one of the world's most powerful energy drinks enhanced with the potent herbal blend of guarana, ginkgo, ginseng and milk thistle, will be available to customers in original or sugar-free. Stirrings all-natural cocktail mixers, made with only the finest real fruit juice, triple-filtered water and cane sugar, will ensure that delightful cocktails are just a pour and shake away for JetBlue customers with their world class Mojito, Margarita, Cosmo, Lemon Drop, and Pomegranate Martini mixers.

"Our customers appreciate the large variety of complimentary snack and beverage options already available to them as part of the core JetBlue Experience," said Brett Muney, General Manager of Product Development for JetBlue Airways. "In addition to these bedrock selections, customers now have the value-added option to purchase name brand products they know and love on the ground in the air, whether they are hydrating responsibly, getting an energy boost or on a quest for the better cocktail on the way to their favorite JetBlue destination."

The carrier will continue to provide complimentary drinks including Dunkin' Donuts coffee and tea, as well as the following cold beverages:

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* Coke(r)/Diet Coke(r)/Coke Zero(r) * Welch's Orange Juice
* Sprite(r)/Sprite Zero(r)          * Welch's Apple Juice
* Seagram's Ginger Ale              * Campbell's Tomato Juice
* Seagram's Seltzer Water           * Mr. and Mrs. T's Bloody Mary mix
* Seagram's Tonic Water             * Arizona Iced Tea
* Welch's Cranberry Juice           * Spring! Water
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Cocktails and a rotating selection of red and white wine from JetBlue's in-flight wine program, led by Low-Fare Sommelier Joshua Wesson of Best Cellars at A&P, are also available onboard for $5(a). King Fish Shiraz and Blue Fish Riesling are the summer's best in-flight catches. Other adult beverages include:

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* Budweiser                        * Glenlivet Scotch
* Bud Light                        * Souza Tequila
* Heineken                         * Bacardi Rum
* Skyy Vodka                       * Beefeater Gin
* Jack Daniel's Whiskey            * Kahlua
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About Stirrings

Established in Nantucket in 1997, Stirrings is the world leader in premium all-natural cocktail mixers -- sold in over 32 countries. An innovative company, Stirrings redefines the way people enjoy cocktails in all occasions, by the magic of its simplicity and its superior ingredients. Stirrings uses the finest real fruit juice, triple-filtered water and cane sugar to create a diverse collection of super- and ultra-premium Cocktail Mixers, Rimmer(r) brand cocktail garnishes, Bar Ingredients and Cocktail Sodas. Stirrings' products are perfect for stylish as well as casual entertaining, allowing anyone to create restaurant-quality, cutting-edge cocktails at home, and giving bartenders and professional mixologists a superior palette to work with. Find Stirrings at select gourmet specialty stores and liquor stores, lifestyle emporiums, fine dining and drinking establishments, and online. For more information and tips on creating your own magic, visit www.stirrings.com.

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) Alcoholic beverages available only to customers who show positive government-issued photo identification with proof of age 21 years or older.

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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