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- Buddy won a trip to any JetBlue destination for his owner, Paul, and a friend -
- Four runners-up won custom-made pet carriers and travel kits co-designed by New York icon Cindy Adams, now available on www.jetblue.com/jetpaws -

NEW YORK, Jan 26, 2009 /PRNewswire-FirstCall via COMTEX News Network/ --

A recent contest hosted by JetBlue Airways (Nasdaq: JBLU) confirms that dogs really can look like their owners! The pet-friendly airline today congratulates Paul & Buddy, the grand prize winners of its 'Pet Look-Alike' contest held in celebration of JetPaws(TM), its exclusive new in-cabin program. Paul won roundtrip travel for two (and his little dog, too!) to any of the airline's 51 destinations.

(Photo: http://www.newscom.com/cgi-bin/prnh/20090126/NY62162)

This photo was taken while Paul and Buddy were camping at San Clemente State Beach in Southern California. JetBlue Crewmembers chose this photo for Paul and Buddy's uncanny physical resemblance as well as their mutually relaxed attitude while enjoying the sunset.

"Buddy and I are both laid back and vigilant for the safety of our family and friends, not to mention everyone has said we share similar facial features!" said Paul. "My wife Nicole and I fly JetBlue at least twice a year between our two home bases, San Diego and Boston. We like JetBlue's direct flights, the free entertainment and friendly crews and we are excited about earning bonus TrueBlue points when traveling with our dog. We are looking forward to a vacation where we can just sit on the beach and re-charge our batteries; plus, Buddy loves the ocean!"

From December 31, 2008 to January 9, 2009, customers were invited to submit their favorite resemblance photo of them and their pet. JetBlue posted the top submissions on its Web site during the contest and judging took place by the airline's crewmembers, who voted on the top five photos. Four runners-up were also chosen, including: Joe & Kramer; Meg & Little; Courtney & Herby; and Dan & Gizmo. They will all receive JetBlue's new JetPaws Pet Carrier and Pet Travel Kit. Photos of all contest winners can be found on www.jetblue.com/jetpaws.

JetBlue's JetPaws pet program was designed to provide pet owners with helpful Travel Petiquette(TM) guidelines, which outline the social graces of jetting with small dogs and cats. Customers traveling with Fido or Fluffy now receive two bonus award points for each flight through the TrueBlue customer loyalty program. A unique, custom-made pet carrier and separate travel kit co-designed by Cindy Adams, celebrated New York Post columnist, ASPCA board member and founder of Jazzy Park Avenue Dog products is also available.

Other program elements include a special welcome email for pet owners within one week of their booking and complimentary access to a downloadable e-booklet highlighting pet-friendly hotels, restaurants, parks and animal hospitals in some of JetBlue's top cities, including: Boston; Fort Lauderdale; Las Vegas; L.A./Long Beach; New York; Orlando; San Francisco; and Washington, D.C.

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 51 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.

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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