JetBlue Commences Popular Los Angeles-San Francisco Route With 9 Daily Flights Between Long Beach and Oakland, CA. Starting From $49-A- Each Way

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-- Now Low-Fare Intra-California Travel Also Includes Assigned Seating and Free DIRECTV(R) at Every Seat --

JetBlue Airways (Nasdaq: JBLU) today inaugurated nine daily flights between Long Beach, CA and Oakland CA, with fares as low as $49(A) each way if booked at www.jetblue.com, or from $54(A) via 1-800-JetBlue.

The new service introduces the carrier's popular coast-to-coast service and amenities, such as assigned seating and free DIRECTV(R) programming at every seat, to intra-California travel.

From it's west coast base at Long Beach Airport, JetBlue currently operates four daily flights to New York City's John F. Kennedy International Airport (JFK) and two daily flights to Washington D.C./Dulles. Beginning October 10, JetBlue plans to introduce new service from Long Beach to both Las Vegas and Salt Lake City, and to add a fifth daily flight to JFK.

"Residents of the LA area and the San Francisco Bay have come to love JetBlue's superior service and amazing value to New York and DC," said David Neeleman, CEO of JetBlue. "Now intra-California travel, with JetBlue's personal attention and extra amenities, can be purchased on for less than $50(A) each way."

Fares between Long Beach and Oakland range from $54(A) to $95(A) each way; however all fares are discounted a further $5 each way if booked via JetBlue's web site, www.jetblue.com, by September 30. All the lowest fares on these new routes will require a 14-day advance purchase.

JetBlue's daily schedule between Long Beach and Oakland is:

Long Beach (LGB) to Oakland (OAK)	Oakland to Long Beach
Depart - Arrive	Depart - Arrive
7:00am - 8:15am (except Sunday)	6:00am - 7:15am (except Sunday)
7:50am - 9:05am	8:50am - 10:05am
10:40am - 11:55am	9:40am - 10:55am
11:30am - 12:45pm	12:30pm - 1:45pm
2:20pm - 3:35pm	1:20pm - 2:35pm
3:10pm - 4:25pm	4:10pm - 5:25pm
6:00pm - 7:15pm	5:00pm - 6:15pm
6:50pm - 8:05pm	7:50pm - 9:05pm
9:40pm - 10:55pm (except Saturday)	8:40pm - 9:55pm (except Saturday)

JetBlue is a low-fare, low-cost passenger airline which provides high-quality customer service. Since launching operations in February 2000, the airline has served almost eight million passengers. JetBlue operates a fleet of 29 new Airbus A320 aircraft and is scheduled to place into service another seven new A320s by the end of 2002. All JetBlue aircraft are outfitted with roomy all-leather seats each equipped with free live satellite television, offering up to 24 channels of DIRECTV(R) programming at every seat.(B)

From its base at New York City's John F. Kennedy International Airport, JetBlue flies to: Fort Lauderdale, Fort Myers, Orlando, Tampa and West Palm Beach, FL; Buffalo, Rochester and Syracuse, NY; Long Beach, Oakland and Ontario, CA; Burlington, VT; Denver, CO; New Orleans, LA; San Juan, PR; Salt Lake City, UT; and Seattle, WA. From Washington DC, the airline serves Fort Lauderdale, FL, and Long Beach and Oakland, CA.

JetBlue recently launched TrueBlue, a customer loyalty program through which frequent fliers earn points toward free flights. All points are automatically doubled when TrueBlue members book via www.jetblue.com through December 31, 2002. A free round-trip flight is awarded once a member earns 100 points. For more information about TrueBlue, log on to www.jetblue.com/trueblue.

In February, JetBlue won Air Transport World magazine's 2002 "Market Development Award," for its successful first two years of service, and also was named Best Overall Airline by Onboard Services magazine. Last year, the airline ranked first in Conde Nast Traveler's 2001 Business Travel Awards, second

in the Best Domestic Airline category in the magazine's 14th Annual Readers' Choice Awards, and number two Best Domestic Airline in the 2001 Zagat Airline Survey.

With JetBlue, all seats are assigned, all travel is ticketless, all fares are one-way, and a Saturday night stay is never required. The airline is offering $5 each way off all fares booked through its web site, www.jetblue.com, through September 30. For more information, schedules and fares, please visit www.jetblue.com or call JetBlue reservations at 1-800-JETBLUE (538-2583).

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(A) Fares do not include Passenger Facility Charges of up to $3 each
    way, September 11th Security Fees of $2.50 each way and a Federal
    Segment Tax of $3 per segment. The $49 fare reflects a $5 discount
    each way that is only available when booking online at
    www.jetblue.com.
(B) DIRECTV(R) service is not available on flights between New York
    City and San Juan, Puerto Rico.
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This press release contains statements of a forward-looking nature relating to future events or future financial results of JetBlue that are based on our management's beliefs and assumptions and on information currently available to our management. Forward-looking statements involve risks, uncertainties and assumptions. Actual results may differ materially from those expressed in the forward-looking statements due to many factors, including without limitation, the continually changing industry and regulatory environment following recent terrorist attacks and threats, our limited operating history, our ability to implement our growth strategy, our fixed obligations, our dependence on the New York market, our ability to renew or replace gate leases, our competitive environment, problems with our aircraft, economic and other conditions in markets in which we operate, governmental regulation, increases in maintenance costs, fuel prices and insurance premiums and cyclical and seasonal fluctuations in our operating results. Additional 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 registration statement on Form S-1, as amended. 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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