ADVISORY/`Cher,' Jimmy Neutron and the Brady Bunch's Alice Join JetBlue to Launch New Onboard TV Options and New JFK-Las Vegas Service

Nov 14, 2002

ADVISORY/`Cher,' Jimmy Neutron and the Brady Bunch's Alice Join JetBlue to Launch New Onboard TV Options and New JFK-Las Vegas Service ADVISORY ... for Friday (Nov. 15)

--(BUSINESS WIRE)-- Airline To Offer New Yorkers 250 Free Tickets to Las Vegas to Celebrate New Service and Addition of MTV Network's VH1 Classic, Nickelodeon/Nick

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       at Nite and TV Land to its Inflight DIRECTV Programming



WHAT:             JetBlue kicks-off new service between JFK and Las
                  Vegas with 250 ticket giveaway offer and welcomes
                  VH1 Classic, Nickelodeon/Nick at Nite and TV Land
                  characters onboard to launch the addition of the
                  channels to its inflight DIRECTV Programming.

WHO:              David Neeleman, CEO, JetBlue Airways
                  VH1 Classic, Nickelodeon/Nick at Nite and TV Land
                  characters (see list below)

WHEN:             9:30am, Friday, November 15

WHERE:            Terminal 6, John F. Kennedy International Airport

CONTACT:          Gareth Edmondson-Jones, Cell: (646) 734-2800
                  Fiona Morrisson, Cell: (646) 734-7103

VISUALS:          VH1 Classic, Nickelodeon/Nick at Nite and TV Land
                  characters boarding JetBlue aircraft and meeting and
                  greeting passengers: Cher, Elton John, Rod Stewart
                  lookalikes (VH1 Classic); Jimmy Neutron, Angelica
                  from Rugrats (Nickelodeon/Nick at Nite); Ralph &
                  Alice Kramden, The Brady Bunch's Alice Nelson
                  lookalikes (TV Land)
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BACKGROUND:

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 more than nine million passengers and currently operates a fleet of 32 new Airbus A320 aircraft. JetBlue is scheduled to introduce into service another four 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.(a)

JetBlue ranked Best Domestic Airline in Conde Nast Traveler's 2002 Readers' Choice Awards and Best Domestic Airline (Coach) in Conde Nast Traveler's 2002 Business Travel Awards. The airline also placed second in the Best Airline categories in Travel & Leisure magazine's 2002 World's Best Awards and Zagat's 2001 Airline Survey.

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

With JetBlue, all seats are assigned, all travel is ticketless, all fares are one-way, and a Saturday night stay is never required. To find out more about TrueBlue, the airline's customer loyalty program, log on to www.jetblue.com/trueblue. The airline is offering $5 each way off all fares booked through its

web site, www.jetblue.com, through December 31, 2002 and double TrueBlue points through June 30, 2003. For more information, schedules and fares, please visit www.jetblue.com or call JetBlue reservations at 1-800-JETBLUE (538-2583).

(a)DIRECTV(R) service is not available on flights between New York City and San Juan, Puerto Rico.

CONTACT:

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