

IBM, Antenna Design and Jetblue Airways Team to take the Blues out of Airport Check-in

— Enhanced Customer Experience Program Deployed Nationally —

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JetBlue Airways [Nasdaq: JBLU], working with IBM and Antenna Design, is unveiling a new self-service program designed to enhance the traveling experience. Newly designed self-service kiosks will be a critical part of the program allowing customers to check in, select or change their seat assignment, obtain boarding passes and more.

To kick off the program JetBlue is deploying 150 self service kiosks nationwide, starting with JFK International Airport this week. The JetBlue program is intended to offer travelers added convenience and will create a unique experience tailored to the JetBlue brand.

JetBlue engaged IBM and its Business Consulting Services group to help develop the program, including manufacturing, and then integrating all of the self service software and hardware with the airline's systems. Led by IBM business consultants, JetBlue created a program that focuses on the fundamental belief that customers should enjoy every aspect of their travel experience. With this in mind, IBM worked with JetBlue to customize the systems to reflect the airline's unique branding and personality. To accomplish this, IBM conducted customer focus groups, analyzed passenger traffic flow and developed environmental impact reviews.

JetBlue and IBM also worked with Antenna Design of New York. Based on its experience designing the award-winning MTA MetroCard Vending Machines, Antenna analyzed the transaction flow, created optimum information architecture, designed the graphical user interface and gave the enclosure a welcoming human-like gesture.

"The customer is always front and center at JetBlue," said Christian Rishel, Director of Interactive Marketing for JetBlue. "We've never been known for thinking 'inside the box' and when we decided to pursue this program our goal was to develop a system based on what our customers want. IBM is a great partner in this project not only because of their technology and industry expertise, but because they were flexible and creative enough to embrace our desire to develop a highly-customized program."

"With more than 75 percent of its sales driven by JetBlue.com, JetBlue's customers have clearly embraced self service. Travel companies need to deliver what the customer requests and expects, in the most exciting way possible," said Bruce Speechley, Partner in IBM Business Consulting Services



Travel and Transportation practice. "As the prevalence and capabilities of self service solutions increases, companies like JetBlue can offer a feature-rich experience with more autonomy for customers while improving their organizations' business performance and processes. JetBlue's focus on the customer experience demonstrates real leadership in the area of self service, which has become a business imperative for travel and hospitality providers," he added.

IBM is the market leader in self-service in the travel industry. In addition to JetBlue, IBM also works with Air Canada, Alitalia, British Airways, United Airlines, US Airways, Southwest Airlines, KLM Airlines, Japan Air Lines, Gulf Air and Air New Zealand. IBM's Travel and Transportation industry group, along with its business partners, provides a variety of solutions for the airline and other travel/transport related industries.

About IBM Business Consulting Services

With consultants and professional staff in more than 160 countries globally, IBM Business Consulting Services is the world's largest consulting services organization. IBM Business Consulting Services provides clients with business process and industry expertise, and the ability to translate that expertise into integrated, adaptive, on demand business solutions that deliver bottom-line business value. For more information visit www.ibm.com/bcs.

About JetBlue

JetBlue is a low-fare, low-cost passenger airline, which provides high-quality customer service. JetBlue operates a fleet of 55 new Airbus A320 aircraft and plans to add another 14 A320s to its fleet in 2004. The airline has on order 100 EMBRAER 190 aircraft with options for an additional 100 with deliveries scheduled to begin in mid 2005. All JetBlue

aircraft feature roomy all-leather seats each equipped with free live satellite television, offering up to 24 channels of DIRECTV® Programming at every seat.** JetBlue has been named "Best Domestic Airline" for the last two years by the readers of Conde Nast Traveler magazine.

Based out of New York City's John F. Kennedy International Airport, JetBlue currently operates 214 flights a day and serves 22 destinations in 11 states and Puerto Rico with plans to commence daily nonstop service on March 3 between New York's JFK and Sacramento, CA. With JetBlue, all seats are assigned, all travel is ticketless, all fares are one-way, and a Saturday night stay is never required. For more information, schedules and fares, please visit www.jetblue.com or call JetBlue reservations at 1-800-JETBLUE (538-2583). This press release, as well as past press releases, can be found on www.jetblue.com

About Antenna Design

Antenna Design New York Inc. Is a design consultancy providing integrated industrial design, screen interface and environmental design services. Antenna is best known for its design of New York City subway cars and ticket vending machines. Antenna's user-centered design approach helps understand human behavior, important when designing the unfamiliar, elicited by new technology. For more information visit www.antennadesign.com.

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** DIRECTV® service is not available on flights between New York City and San Juan, Puerto Rico.