

November 28, 2011



Southwest Airlines Launches Nationwide Fare Sale

Airline Reduces Fares for Winter Travel as Low as \$59 One-Way

DALLAS, Nov. 28, 2011 /PRNewswire/ -- Doing some online Cyber Monday holiday shopping? Well, hop on over to southwest.com because Southwest Airlines (NYSE: LUV) has launched a four-day winter sale with air fares starting as low as \$59 one-way to select destinations nationwide (*see fare rules below). These super low fares are available for purchase only at southwest.com or swabiz.com today through Dec. 1, 2011, 11:59 pm PST. The 10-day advance purchase fares are available for travel all days of the week except Sunday between Dec. 8, 2011, and Feb. 15, 2012 (blackout dates apply). To see the list of markets, prices, and to take advantage of these special fares, visit www.southwest.com.

Examples of fares include (see *Additional Fare Rules below):

- \$59 one-way between Los Angeles and Phoenix
- \$79 one-way between Austin and Ft. Lauderdale/Hollywood
- \$89 one-way between Boston and Raleigh-Durham
- \$109 one-way between Orlando and Milwaukee

In addition, Southwest also announced a Cyber Monday one-day only sale for 50 percent off of roundtrip Wanna Get Away fares for travel to and from Reno and Panama City Beach (**see fare rules below.) These discounted fares are available for purchase only at southwest.com or swabiz.com through 11:59 p.m. PST today, Nov. 28, 2011. The fares are available for travel all days of the week between Dec. 12, 2011, and May 17, 2012 (blackout dates apply). To see the list of markets, prices, and to take advantage of these special fares, visit www.southwest.com.

AirTran Airways, a wholly owned subsidiary of Southwest, also lowered its fares with a sale starting today! Please visit www.airtran.com to see list a list of markets and fares.

In its 40th year of service, Southwest Airlines continues to differentiate itself from other low-fare carriers--offering a reliable product with exemplary Customer Service. Southwest Airlines is the nation's largest carrier in terms of originating domestic passengers boarded. The airline announced it will begin service to Atlanta on Feb. 12, 2012, with 15 daily departures to five nonstop destinations. Southwest currently serves 72 cities in 37 states and is one of the most honored airlines in the world known for its commitment to the triple bottom line of Performance, People, and Planet. To read more about how Southwest is doing its part to be a good citizen, visit southwest.com/cares to read the Southwest Airlines One Report(TM). Based in Dallas, Southwest currently operates more than 3,400 flights a day and has more than 37,000 Employees systemwide.

ADDITIONAL FARE RULES

*Fares are available only on www.southwest.com and www.swabiz.com and can be purchased today, through Dec. 1, 2011, 11:59 pm PST, with a 10-day advance purchase required. Travel must take place between Dec. 8, 2011, and Feb. 15, 2012. Fares are valid for travel on all days of the week except Sundays. Blackout dates apply for Dec. 22, 2011 through Jan. 3, 2012. Fares do not include a federal segment tax of \$3.70 per takeoff and landing. Fares do not include airport-assessed passenger facility charges (PFC) of up to \$9.00 and U.S. government-imposed September 11th Security Fee of up to \$5.00 one-way. Travel is not available to/from Panama City Beach, FL and Reno, NV. Seats are limited. Fares may vary by destinations, flight, and day of week and won't be available on some flights that operate during very busy travel times and holiday periods. Fares are available for one-way travel. Fares may be combined with other combinable fares, except Senior Fares. When combining fares, all rules and restrictions apply. Fares are nonrefundable but may be applied toward the purchase of future travel on Southwest Airlines. Fares are not available through the Group Desk. Any change in the itinerary may result in an increase in fare. Standby travel requires an upgrade to the Anytime fare. Fares are subject to change until ticketed. Fares are valid on published, scheduled service only.

**Fifty percent discount valid for use at www.southwest.com or www.swabiz.com off the total amount of a roundtrip Wanna Get Away Fare purchase before taxes and fees. Purchase must be made on November 28, 2011, for travel between Dec. 12, 2011 and May 17, 2012 with a seven day advance purchase required. Blackout dates apply for Dec. 22, 2011 through Jan. 3, 2012. If any portion of travel falls on a blackout date, the discount will not apply. Discount is only valid for travel to/from Reno-Tahoe International Airport and/or Northwest Florida Beaches International Airport. The discount is only valid with the provided Promotion Code and is not combinable with other Promotion Codes or fares available exclusively through the web tool DING!. This promotion includes only Wanna Get Away Fares. Discount is not valid on reservations made using Rapid Rewards Points. Changes made to the itinerary after purchase may eliminate qualifications for this promotion.

www.southwest.com

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