

August 22, 2012



Southwest Airlines Unveils A High-Flying Tribute To The State Of Colorado With Dedication Of Colorado One

Airline Honors Colorado with Specialty Aircraft, Fare Sale, and Community Event

DALLAS, Aug. 22, 2012 /PRNewswire/ -- [Southwest Airlines](#) (NYSE: LUV) today is taking its "LUV" for the state of Colorado to new heights by unveiling [Colorado One](#), a Boeing 737-700 emblazoned with an artist's rendition of the Colorado state flag! Southwest unveiled the newest specialty aircraft in the carrier's fleet at a ceremony this morning at Denver International Airport (DIA) with more than 500 local Employees and community leaders, along with Colorado Governor John Hickenlooper, Denver Mayor Michael B. Hancock, and Manager of Aviation for Denver International Airport, Kim Day.

"There is no question about it—Southwest Airlines LUVs Colorado!" said Gary Kelly, Southwest Airlines Chairman, President, and CEO. "Denver is our fifth largest city and has been the fastest growing city in our history, thanks in large part to our Front Range Customers and our hard-working Colorado-based Employees. What better way to thank them than by dedicating an aircraft in their honor!"

"*Colorado One* showcases the tremendous partnership our State continues to have with Southwest Airlines," said Governor Hickenlooper. "It is a testament to the quality of service and dedication Southwest has provided Colorado for the past six years."

This morning's ceremony included attendees waving Colorado flags, enjoying locally-made granola snacks, and cheering as Kelly, Governor Hickenlooper, Mayor Hancock, and Day closed the event by christening the aircraft amid fan-fare.

"Southwest Airlines is an invaluable partner, and the City of Denver is thrilled to share in their Employee celebration," said Hancock. "In addition to growing its business in Denver, the airline Employees have brought Denver an ice rink, an outdoor lounge, and a basketball court in Skyline Park for residents and visitors to enjoy. I truly want to thank Southwest Employees for your partnership and commitment to making Denver a world-class city where everyone matters. We certainly can feel the LUV."

"This day is a source of pride for all of us at Denver International Airport," said Day. "Southwest Airlines has been a great partner to DIA and to the City, and we have marveled as they were able to grow their business in Denver even when the economy took a downturn. We stand together with the Employees of Southwest Airlines as we celebrate their accomplishments and solidify our continued commitment to face our futures together."

In celebration of *Colorado One*, Southwest today launched a special three-day fare sale with fares as low as \$49* one-way between Denver and select destinations nationwide (see fare rules below). These low fares are available for purchase only at [southwest.com](#) or

swabiz.com today through Aug. 24, 2012, 11:59 p.m. PT for travel Sept. 5 through Nov. 13, 2012. Some blackout dates apply. See fare rules below for more details.

Further demonstrating Southwest's dedication to the Denver community, more than 200 Southwest Employees, Denver Parks & Recreation employees, and Community Members teamed up to show a strong commitment to the environment and passion for volunteering by mulching trees, painting tables and benches, and picking up trash at Denver's historic Commons Park. The airline's Employees proudly make a positive difference through volunteering in the communities where they work and live.

Southwest Airlines began service to Denver on Jan. 3, 2006, with 13 daily nonstop departures to three destinations. The airline currently operates 168 daily nonstop flights to 54 destinations from Denver. Southwest also is actively engaged in the community through sponsorships of the Downtown Denver Partnership, the Denver Nuggets, Red Rocks Amphitheater, Denver's Road Home, the Mile High Pedicab Company, and many more local organizations. To learn more about Southwest's dedication to Denver, visit: southwest.com/denver.

Colorado One joins 12 other 737s in the Southwest fleet that carry a unique paint scheme: *Arizona One*, *California One*, *Florida One*, *Illinois One*, *Lone Star One* (Texas), *Maryland One*, *Nevada One*, *New Mexico One*, three Shamu aircraft (SeaWorld), and *Triple Crown One* (unveiled in 1997, recognizing five years of Southwest's top rankings for ontime performance, baggage handling, and Customer satisfaction).

Denver International Airport is Southwest's fifth largest operation in terms of daily departures and employs more than 700 people in Denver. The airline previously announced the opening of new Denver Pilot and Flight Attendant Bases in October 2012.

ABOUT SOUTHWEST AIRLINES CO.

In its 42nd year of service, Dallas-based Southwest Airlines (NYSE: LUV) continues to differentiate itself from other low-fare carriers by providing a *reliable product with exemplary Customer Service*. Including wholly owned subsidiary AirTran Airways, the Company now serves 97 destinations in 41 states, the District of Columbia, the Commonwealth of Puerto Rico, six near-international countries, and employs more than 46,000 People. Visit southwest.com/citizenship to read the Southwest Airlines One Report™ and see how Southwest is doing its part to be a good citizen while underscoring a commitment to the triple bottom line of Performance, People, and Planet.

Southwest Airlines

Southwest Airlines, one of the most honored airlines in the world, is the nation's largest carrier in terms of originating domestic passengers boarded. Southwest currently operates more than 3,200 flights a day and serves the communities around 76 airports in Southwest's network of domestic destinations. To book a flight, visit southwest.com.

AirTran Airways

AirTran Airways, a wholly owned subsidiary of Southwest Airlines Co., has been ranked the top airline in the Airline Quality Rating study three times in the past five years. AirTran offers coast-to-coast and near-international service with nearly 700 flights a day on North America's newest all-Boeing fleet. The airline's low-cost, high-quality product also includes assigned seating and Business Class. To book a flight, visit airtran.com.

www.southwest.com

FARE RULES

The 14-day advance purchase fares are available only on www.southwest.com and www.swabiz.com and can be purchased today through Aug. 24, 2012, at 11:59 p.m. PT.

Travel must take place between Sept. 5, 2012, and Nov. 13, 2012. Fares are valid for travel on Tuesdays, Wednesdays, and Saturdays. Blackout dates include Sept. 25 and Nov. 6, 2012. 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 Southwest combinable fares, except Senior Fares. When combining fares, the most restrictive fare rules apply. Fares are nonrefundable but may be applied, if unused, 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.

* Government-imposed taxes and fees are now included in the advertised fare. To comply with new government regulations, all airlines must include government-imposed taxes and fees in advertised air fares.

SOURCE Southwest Airlines