

March 3, 2014



Southwest Airlines Bringing New Service To Mexico!

CARRIER TO BEGIN FLIGHTS TO CANCUN AND SAN JOSE DEL CABO/LOS CABOS ON AUG. 10, 2014, WITH LOW INTRO. FARES

DALLAS, March 3, 2014 /PRNewswire/ -- [Southwest Airlines](#) (NYSE: LUV) today announced the next phase of its international service by offering Customers new Southwest Airlines flights to both the Pacific and Caribbean coasts of Mexico, as well as other new domestic and international flying, as the carrier extended flight schedules through Oct. 31, 2014. Sale fares can be found on [southwest.com](#) through March 13.



Beginning Aug. 10, 2014, Southwest Airlines will operate daily, nonstop flights between:

- **Cancun, Mexico**, and Atlanta, Baltimore/Washington, and (Saturdays only) Milwaukee
- **San Jose del Cabo/Los Cabos, Mexico**, and Santa Ana/Orange County
- **Nassau, Bahamas**, and (Saturdays only) Atlanta

To celebrate the new service, Southwest Airlines is offering introductory fares (including U.S. and non-U.S. taxes and fees) for nonstop flights from these U.S. gateways:

- Atlanta, Georgia, to Nassau, Bahamas for as low as \$127 one-way

- Baltimore/Washington, Maryland, to Nassau, Bahamas for as low as \$126 one-way
 - Denver, Colo., to San Jose del Cabo/Los Cabos, Mexico for as low as \$192 one-way*
 - Orlando, Fla., to Montego Bay, Jamaica for as low as \$148 one-way
 - Milwaukee, Wisc., to Cancun, Mexico for \$214 one-way
 - Santa Ana/Orange County, Calif., and San Jose del Cabo/Los Cabos, Mexico for \$143 one-way
- Restrictions apply. See Fare Rules below.

As the planned conversion of wholly owned subsidiary AirTran Airways' destinations continues, Southwest intends to serve five countries previously served by AirTran by the end of this year. The carrier [previously announced](#) service to Aruba, Nassau, and Montego Bay, beginning July 1, 2014, and throughout this booking window is adding domestic connectivity through international gateway cities to many of the more than 80 cities served by Southwest Airlines across the United States. [Read more about the phased connectivity on NUTS About Southwest, the Company's corporate blog.](#) All these international nonstop flights and connecting itineraries between the U.S. and these countries are available to book now at southwest.com.

The Company's phased rollout of international nonstop with domestic connecting service also brings new options for Denver Customers who have made Southwest Airlines the largest air carrier in Colorado.

***Beginning in October 2014, Southwest Airlines will offer nonstop service between Denver and:**

- **Cancun**, with daily roundtrip flights beginning Oct. 7, 2014; and
- **San Jose del Cabo/Los Cabos**, with Saturday-only service beginning Oct. 11, 2014

The make-ready process for international service has involved almost all of Southwest's nearly 45,000 Employees to implement additional technologies, training, and compliance to obtain operational and regulatory approvals, and to ready the People, planes, and policies unique to Southwest Airlines to serve Customers in new countries.

Fare Rules

Fares must be purchased from March 3 through March 13, 2014, 11:59 pm in the respective time zone of the originating city. Advertised fares are based on itineraries where the point of origin is in the United States. Travel dates apply as follows:

July 1 through Aug. 8, 2014 between:
Atlanta or Baltimore/Washington and Aruba

July 1 through Oct. 31, 2014 between:
Atlanta, Baltimore/Washington, or Orlando and Montego Bay
Baltimore/Washington and Nassau

July 1 through Aug. 8, 2014 between:
Atlanta or Baltimore/Washington and Aruba

August 10 through Oct. 31, 2014 between:
Atlanta or Baltimore/Washington and Cancun
Milwaukee and Cancun (Saturday-only service)
Orlando and Aruba

Santa Ana/Orange County, Calif., and San Jose del Cabo/Los Cabos, Mexico
Atlanta and Nassau (Saturday-only service)

Oct. 7 through Oct. 31, 2014 between:

Denver and Cancun

Denver and San Jose del Cabo/Los Cabos, Mexico (Saturday-only service)

Some flights operated by AirTran Airways. Displayed prices include all U.S. and foreign government taxes and fees. Seats are limited. Fares may vary by destination, 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 and may be combined with other Southwest Airlines combinable fares. If combining with other fares, the most restrictive fare's rules apply. Sale fares may be available on other days of week, but not guaranteed. Fares are nonrefundable but may be applied toward future travel on Southwest Airlines, so long as you cancel your reservations at least 10 minutes prior to the scheduled departure of your flight. Failure to change or cancel a flight in your itinerary prior to departure will result in forfeiture of remaining funds on the entire reservation. Any changes in itinerary may result in an increase in fare. Standby travel requires an upgrade to the Anytime fare. Fares are subject to change until ticketed. Offer applies to published, scheduled service only.

ABOUT SOUTHWEST AIRLINES CO.

In its 43rd year of service, Dallas-based Southwest Airlines (NYSE: LUV) continues to differentiate itself from other carriers with exemplary Customer Service delivered by nearly 45,000 Employees to more than 100 million Customers annually. Southwest is the nation's largest carrier in terms of originating domestic passengers boarded and operates the largest fleet of Boeing aircraft in the world to serve 96 destinations in 41 states, the District of Columbia, the Commonwealth of Puerto Rico, and five near-international countries via wholly owned subsidiary, AirTran Airways. Southwest is one of the most honored airlines in the world, known for its triple bottom line approach that takes into account the carrier's performance and productivity, the importance of its People and the communities it serves, and its commitment to efficiency and the planet. The 2012 Southwest Airlines One Report™ can be found at southwest.com/citizenship.

From its first flights on June 18, 1971, Southwest Airlines launched an era of unprecedented affordability in air travel described by the U.S. Department of Transportation as "The Southwest Effect," a lowering of fares and increase in passenger traffic wherever the carrier serves. With Southwest Airlines, Bags Fly Free® (first and second checked pieces of luggage, size and weight limits apply), and there are no change fees when you need to change your flight. Southwest's fleet offers leather seating and the comfort of full-size cabins, a majority of which are equipped with satellite-based WiFi connectivity over the United States, which enables live and video-on-demand TV currently FREE compliments of DISH, and a new, sustainable cabin interior. Southwest acquired AirTran Airways in May 2011 and by the end of 2014 intends to complete the full integration of the AirTran network into Southwest. With 41 consecutive years of profitability, the People of Southwest and AirTran operate more than 3,600 flights a day. Southwest Airlines' frequent flights and low fares are available online at southwest.com or by phone at 800-I-FLY-SWA.



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