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Southwest Airlines Announces San Francisco Treat

Airline Unveils Fares and Flights For Newest Destination

DALLAS, May 11 /PRNewswire-FirstCall/ -- Southwest Airlines (NYSE: LUV) Chief Executive Officer Gary Kelly today announced the low fares and flights Southwest Airlines will offer from San Francisco. During a media conference at San Francisco International Airport (SFO) with the Honorable Gavin Newsom, Mayor of San Francisco, the airline said it will start service to its 64th city on Aug. 26, 2007, with 18 daily nonstop departures-the airline's largest initial new city schedule in its history. Southwest will occupy two gates in Terminal 1 and initially will have about 90 local Employees.

"It's a wonderful day when we can welcome back an old friend -- in this case, Southwest Airlines -- to San Francisco," Newsom said. "This new service out of SFO means passengers on this side of the Bay won't have to travel far to take advantage of Southwest's vast network of flights."

Southwest Airlines will begin its nonstop SFO service to the following cities: Chicago Midway (three daily), San Diego (eight daily), and Las Vegas (seven daily). The airline will offer direct or connecting service to 46 other destinations such as Boston (via Manchester and Providence); Washington, DC, (via Washington Dulles and Baltimore/Washington); and Orlando. To view Southwest's entire frequent and convenient schedule from SFO, go to: http://www.southwest.com/about_swa/press/070511_sfo_schedule.pdf

"Southwest Airlines is California's largest intrastate carrier, and our initial 18 daily nonstop flights from SFO will add to our Bay Area presence, while giving our Customers additional access to the entire Southwest network," Kelly said. "We are America's largest carrier in terms of passengers carried and available seats, so we are well positioned to grow Southwest and offer our Customers unmatched flight frequencies and convenience."

Southwest Airlines offers its Bay Area Customers its biggest discounts with advance purchase tickets. In celebration of our new San Francisco service, Customers can take advantage of 21-day advance fares as low as \$39 one-way to San Diego; \$59 one-way to Las Vegas; and \$99 one-way to Chicago Midway, from Southwest's three Bay Area airports (SFO, Oakland, and San Jose) for ultimate convenience and savings. To book your Southwest Airlines reservation, go to: http://www.southwest.com/?src=PR_sfo_051107 (see fare rules).

"The demand for Southwest's low fares and excellent Customer Service continues to be strong," Kelly said. "Our SFO service is a wonderful complement to our Oakland and San Jose operations, and we will enhance our SFO presence as Customers respond to our service."

The airline with the most affordable airfares and frequent flights also makes travel a whole lot easier. Southwest Airlines' award winning web site, southwest.com, not only offers some

of the industry's lowest airfares online, but also helps with making other travel accommodations, such as hotel and rental cars. Customers with an electronic "Ticketless" reservation may check in online and print a boarding pass 24 hours in advance of travel from southwest.com.

To take advantage of Southwest Airlines' super low fares, Customers who book their travel via the Internet can subscribe to Southwest Airlines Click 'n Save e-mail updates as well as Southwest Airlines' newest technological innovation -- DING! DING! delivers Southwest Airlines' hottest deals directly to Customers' desktops allowing Customers to get a jump on the latest southwest.com sales! Southwest continues to enhance the DING! product and now Customers can sign up to receive spectacular fare specials from up to ten of their favorite airports -- as of today, Customers can add SFO to their favorites list.

Fare Rules

All fares are available for purchase today through Oct. 10, 2007. Travel is valid from Aug. 26, 2007, through Oct. 31, 2007. All tickets must be purchased 21 days before departure. Fares are available one-way and are combinable with all other fares (except Senior Fares). When combining fares, all ticketing restrictions apply. Seats are limited. Fares may vary by destination and day of travel and will not be available on some flights that operate during very busy travel times and holiday periods like Labor Day weekend. Fares do not include a federal segment tax of \$3.40 per takeoff and landing. Fares do not include airport-assessed passenger facility charges (PFC) of up to \$9 one-way and U.S. government-imposed September 11th Security Fees of up to \$5 one-way. Fares are subject to change until ticketed. Tickets are nonrefundable but may be applied toward the purchase of future travel on Southwest Airlines if unused. Fares are valid only on Southwest- published, scheduled service (some flights may be operated by ATA Airlines) and are not available through the Group Desk. Any change in itinerary may result in an increase in fare. Standby travel requires an upgrade to the full

unrestricted fare. Fares are not necessarily common rated in the Washington, D.C. area (Baltimore/Washington and Dulles), Bay Area (Oakland, San Jose, and San Francisco), or the Los Angeles Basin. Hawaii is not included in this sale.

For an impressive eight consecutive years, Southwest Airlines was named to Business Ethics Magazine's list as one of America's "100 Best Corporate Citizens." This distinctive honor recognizes companies that excel at serving a variety of stakeholders and for their leadership roles in corporate citizenship. Southwest Airlines is one of only 11 "repeat performers," or companies that have made the list all eight years.

Southwest Airlines is one of the most honored airlines in the world. Recently, the airline took top honors in the ninth Business Travel News Annual Airlines Survey. Southwest garnered a first-place finish in the survey through strong performance in overall price-value ratio and quality of Customer Service. Southwest was named to Business Week's first ever list of "Customer Service Champs," which ranks the best providers of Customer Service.

And, for the eleventh year in a row, FORTUNE magazine recognized Southwest Airlines in its annual survey of corporate reputations. Among all industries in 2006, FORTUNE has listed Southwest Airlines as number five among America's Top Ten most admired corporations.

Southwest Airlines is the number one airline in terms of domestic boardings, according to the latest release from the Bureau of Transportation Statistics. With the addition of its SFO service, Southwest Airlines will operate more than 3,300 daily flights to 64 cities in 32 states, nine cities in California alone. Southwest Airlines employs more than 33,000 people nationwide.

<http://www.southwest.com>

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