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Southwest Airlines Begins Service to SFO; Announces Additional Flights and Destination

New Flights Announced to Los Angeles International Airport (LAX)

SAN FRANCISCO, Aug. 27 /PRNewswire-FirstCall/ -- Southwest Airlines showered the Bay Area today with LUV as it launched service from San Francisco International Airport (SFO). In addition to letting the LUV shine and showing the City its heart, the airline also announced a new destination it will serve from SFO, beginning Nov. 4. To see Southwest Airlines' full SFO schedule or to book a flight to or from SFO or Southwest's other Bay Area airports, visit: http://www.southwest.com/?src=PR_SFO_082707

"Southwest has the Bay covered from all three major airports, and we are thrilled to offer Southwest's low fares, super friendly Employees, and frequent flights to the destinations our Customers want," said Gary Kelly, Southwest Airlines Chief Executive Officer. "We have said from Day One that we are at SFO to grow with our Customers' demand, and the announcement of this LAX nonstop service is proof of that."

Southwest Airlines celebrates the opening of its San Francisco service today with 18 daily nonstop flights 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.

"We welcome Southwest back to this side of the Bay," said Mayor Gavin Newsom. "With Southwest Airlines now flying out of all three Bay Area airports, passengers can and should use the airport nearest their homes. That's a big win for passengers and for the environment."

Beginning Nov. 4, 2007, Southwest Airlines will offer new nonstop service between SFO and LAX with eight daily nonstop flights. Southwest is offering these new flights to Customers at the very low fare of \$39 one-way with 21-day advance purchase (*see fare rules).

"Southwest is in the low fare business -- we invented it and we will continue to offer the consistently lowest fare in the air," Kelly said. "Not only are we offering this low fare to LAX from SFO, but from all our Bay Area airports, as well as extending the introductory fares of \$59 and \$99 one-way to our other nonstop destinations of San Diego and Chicago Midway, respectively, to celebrate our return to SFO -- we are excited LUV is here."

To celebrate the startup of service, Kelly today arrived at SFO in the Southwest "LUV Machine," a Toyota Prius hybrid car, accompanied by Southwest Pilots and Flight Attendants, and greeted by San Francisco Mayor Gavin Newsom and cheering Southwest Employees. Kelly then got down to business as he helped check in flights, tagged luggage, and greeted Customers. Southwest Customers flying today were treated to chair massages,

games, prizes, and snacks. Terminal 1, Gates 25 and 31, were turned into the "Southwest Experience" as Southwest's nonstop destinations were represented by each city's unique culture: Blackjack table from Las Vegas; SeaWorld San Diego penguins; and Chicago hotel stays. Customers also were entertained with gate games and surprise getaway vacation packages. With the addition of SFO, Southwest Airlines now offers more than 3,300 daily flights to 64 cities in 32 states.

Southwest Airlines is one of the most honored airlines in the world. Among Southwest's recent honors was being named to Business Week's first ever list of "Customer Service Champs," which ranks the best providers of Customer Service. For eight years in a row, Southwest Airlines was named to Business Ethics magazine's list as one of America's "100 Best Corporate Citizens" for excelling at serving a variety of stakeholders and for leadership roles in corporate citizenship. And, for an impressive 11 consecutive years, FORTUNE magazine recognized Southwest Airlines as number five among America's Top Ten most admired corporations.

*Fare Rules

Fares are available for purchase today through Nov. 4, 2007, for travel beginning Nov. 4, 2007, through Dec. 14, 2007 (SFO - LAX service). Fares require a 21-day advance purchase and are only available on southwest.com. 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. 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), the Bay Area (Oakland, San Francisco, and San Jose), or the Los Angeles Basin (Ontario, LAX, Orange County, and Burbank).

<http://www.southwest.com>

Customers: To book these great low fares, go to: <http://www.southwest.com>

SOURCE Southwest Airlines