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Fares Are Shrinking on Southwest.com

Southwest Airlines Offers 'MiniFares' of \$49 - \$109 One-Way

DALLAS, Sept. 14 /PRNewswire-FirstCall/ -- Southwest Airlines today faces the bare facts and reveals the naked truth by issuing an apology to its Customers who have commented about its handling of a few who were dressed in revealing clothing. Poking fun at itself, Southwest has lowered its already skimpy fares to "mini-skirt" size of \$49 to \$109 one-way. To book these low fares, available only at southwest.com, visit: http://www.southwest.com/?src=PR_FS_091407

"Some have said we've gone from loving hot pants to having hot flashes but nothing could be farther from the truth," said Southwest's CEO Gary Kelly. "The publicity caught us with our pants down, quite frankly. The story has such great legs, but we have an even better sense of humor, so we're going to jump out there and lower our fares to match the mini skirts we've all been hearing so much about."

Fares require a 14-day advance purchase by Sept. 24, 2007, for travel beginning Sept. 28, 2007, through Nov. 15, 2007. They are available for travel on Tuesdays, Wednesdays, and Saturdays.

The following are examples of some of the available fares (see Fare Rules):

- \$49 one-way fares between Chicago Midway and Pittsburgh; between Albuquerque and Denver; and between Philadelphia and Pittsburgh.
- \$79 one-way fares between Austin and Denver; between Baltimore and Orlando; and between Dallas and New Orleans.
- \$99 one-way fares between Manchester and Tampa; between Chicago Midway and San Francisco; and between Denver and Orlando.
- \$109 one-way fares between Nashville and San Diego; between Philadelphia and Phoenix; and between Los Angeles and New Orleans.

Fare Rules

All fares are available for purchase today through Sept. 24, 2007, for travel beginning Sept. 28, 2007, through Nov. 15, 2007. Fares require a 14-day advance purchase and are only available on southwest.com. Fares are for travel Tuesday, Wednesday, and Saturday only. 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. Hawaii is not included in this sale.

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 one of America's Top Ten most admired corporations.

Southwest Airlines (NYSE: LUV), the nation's largest carrier in terms of domestic passengers enplaned, currently serves 64 cities in 32 states. Based in Dallas, Southwest currently operates more than 3,300 flights a day and has more than 33,000 Employees nationwide.

<http://www.southwest.com>

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