

November 7, 2007



Southwest Airlines Announces New Products

Airline Announces New Fare Products and Rapid Rewards 'A-List'

DALLAS, Nov. 7 /PRNewswire-FirstCall/ -- Need the 8 a.m. to Chicago for a business meeting? Need a great fare for a "girls weekend" to New Orleans? No matter where the business of life takes you, the best way to go is Southwest Airlines. Today, the airline provided an advance peek at its new products and web site features, including new displays, the new "Business Select" fare product, and special offers for the most frequent travelers in the Rapid Rewards frequent flyer program.

"In recent months we've announced plans to change how we board our aircraft and the look and feel of our gate areas systemwide -- all to increase Customer productivity and comfort," said Gary Kelly, Southwest Airlines' Chief Executive Officer. "Today, we are announcing additional product changes that transition Southwest from a one-size-fits-all airline to the airline that fits your life. We are offering our Customers exciting improvements to their overall Southwest experience and saving them what they value most -- whether it's money, time, or both."

Southwest Airlines introduced "Business Select" at the Company's headquarters today. It's a new fare that guarantees that the "Business Select" Customer will be among the first to board the aircraft. "Business Select" holders also receive extra Rapid Rewards credit for the flight, and they even get a cocktail on the house!

"We know that our true road warriors want to make traveling on Southwest Airlines as quick and easy as possible, and providing the choice to be among the first to board is key," said Kevin Krone, Southwest Airlines' Vice President of Marketing, Sales, and Distribution. "Southwest is still the low fare leader, and this new product allows Customers the ability to customize their travel and get rewarded for it."

Today, Southwest also debuted the new look of its fare display on its web site, <http://www.southwest.com>. Instead of a large display with numerous fare categories, the airline has streamlined the process by bundling its fares into three major fare columns: "Business Select," "Business," and "Wanna Get Away," making it easier for Customers to choose the fare they want. Click http://www.southwest.com/new?src=PR_110707 to see more about this new fare display, the new boarding process, and the new look of Southwest's gate areas.

Additionally, Southwest Airlines unveiled enhancements to its award-winning Rapid Rewards frequent flyer program. Beginning tomorrow, Rapid Rewards Members will be rewarded for their frequent flight activity by jumping to our "A-List." Rapid Rewards Members who have flown 32 one-way flights or 16 roundtrips in 12 months will join our "A-List" where they will be automatically checked in for their flight in advance of departure and will most likely receive an "A" boarding pass.

Additionally, Southwest Airlines Rapid Rewards program introduced its new Freedom Award. Rapid Rewards Members now have the opportunity to exchange two Standard Awards for one Freedom Award. The Freedom Award is free of seat restrictions except for a few blackout dates around major holidays -- which means as long as there is a seat for purchase on a flight, Members can use this new award to reserve it.

"As promised Southwest has made value added improvements that will differentiate our product without changing our core business, and these announcements are a direct result of that," Kelly said. "Southwest Airlines continues to be the most successful airline in the industry and carries more Customers than any other airline, so staying nimble is the way to ensure success for Southwest, our Employees, our Shareholders, and our Customers."

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.

<http://www.southwest.com>

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