

November 8, 2007



Denver, San Francisco, and Philadelphia Get New Destinations

Southwest Adding New and Additional Flights in Other Key Cities

DALLAS, Nov. 8 /PRNewswire-FirstCall/ -- Fall is in the air and so is new nonstop spring service from Southwest Airlines. The airline announced today that it will begin new nonstop service between Denver and San Diego; between San Francisco and Phoenix; and between Philadelphia and Austin, San Antonio, and St. Louis. The airline also is adding more nonstop flights between San Francisco and Los Angeles, and in other cities such as Dallas Love Field, Los Angeles, and Indianapolis. Flights are available for booking today for travel beginning as early as March 8, 2008. To take advantage of these new Southwest Airlines flights, visit: http://www.southwest.com/?src=PR_NS_110807.

"Our Customers want this service, and we are happy to provide it," said Gary Kelly, Southwest Airlines Chief Executive Officer. "We said when we entered Denver, San Francisco, and Philadelphia that it was just the beginning-these new destinations and additional flights continue to prove our commitment to these cities and to prudently growing the Southwest system."

BEGINNING March 8, 2008:

- Five new daily nonstop roundtrips between San Francisco and Phoenix.
- Four additional daily nonstop roundtrips between San Francisco and Los Angeles (for a total of 12 daily).
- Two additional daily nonstop roundtrips between Dallas Love Field and Kansas City (for a total of eight daily).
- One additional daily nonstop roundtrip between New Orleans and Nashville (for a total of three daily).
- One additional daily nonstop roundtrip between Indianapolis and Tampa Bay (for a total of two daily).
- One additional daily nonstop roundtrip between Las Vegas and Indianapolis (for a total of three daily).
- One additional daily nonstop roundtrip between Chicago Midway and Salt Lake City (for a total of three daily).
- One additional daily nonstop roundtrip between San Diego and San Antonio (for a total of two daily).
- One additional daily nonstop roundtrip between San Diego and Sacramento (for a total of 14 daily).

BEGINNING March 17, 2008:

- One new daily nonstop roundtrip between Philadelphia and Austin.
- One new daily nonstop roundtrip between Philadelphia and San Antonio.
- Two new daily nonstop roundtrips between Philadelphia and St. Louis

BEGINNING April 4, 2008:

- Five new daily nonstop roundtrips between Denver and San Diego.

BEGINNING April 17, 2008:

- One additional daily nonstop roundtrip between Dallas Love Field and El Paso (for a total of seven daily).
- One additional daily nonstop roundtrip between Las Vegas and Burbank (for a total of 14 daily).
- One additional daily nonstop roundtrip between Las Vegas and El Paso (for a total of three daily).
- One additional daily nonstop roundtrip between Las Vegas and Sacramento (for a total of nine daily).

To highlight this new service, Southwest is offering internet-only low fares in select markets, such as \$99 one-way between Denver and San Diego; \$99 one-way between San Francisco and Phoenix; \$124 one-way between Philadelphia and Austin; \$119 one-way between Philadelphia and San Antonio; and \$109 one-way between Philadelphia and St. Louis. These 21-day advance purchase fares are available for purchase at southwest.com beginning today, for travel beginning on the dates indicated below through the end of the schedule, currently May 9, 2008:

- Travel beginning March 8, 2008, between San Francisco and Phoenix
- Travel beginning March 17, 2008, between Philadelphia and Austin; between Philadelphia and San Antonio; and between Philadelphia and St. Louis
- Travel beginning April 4, 2008, between Denver and San Diego

In addition to low fares and frequent service, Southwest also offers a better way to board while preserving its open seating philosophy. Saying goodbye to the perceived "cattle call" and eliminating the need for Customers to "camp-out" in their boarding line at the gate, Southwest today is assigning all Customers a letter and a number on their Southwest boarding pass when they check in for a flight (for example: A32). This unique combination represents the Customers' reserved spot in the boarding line. When a Customer's boarding group is called, he/she simply finds the designated place in line to board the aircraft. The A group will queue first in two lines: A1-30 on one side of marked columns and A31-60 on the other side, followed by two groups of B, and then the remaining Cs.

"Southwest is all about efficiency -- in our operations, in our fares, and in our service. A by-product of efficiency is time, something none of us seem to have enough of. One of our primary goals with our new boarding is to give precious time back to our Customers," Kelly said.

NEW SERVICE FARE RULES

Fares are available for purchase today through May 9, 2008. All tickets must be purchased 21-days in advance. 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 \$9.00 one-way and U.S. government-imposed September 11th Security Fees of \$5.00 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. Fares are valid on Southwest-operated published, scheduled service only and are not available through the Group Desk.

After 36 years of service, Southwest Airlines continues to offer the best value in airline travel. Southwest offers a very comfortable ride with premium all leather seats and plenty of legroom. Customers enjoy complimentary pillows, blankets, snacks, juice, soda, and water on all flights. Since 1987, the airline has maintained the lowest Customer complaint ratio to Customers boarded as published in the Department of Transportation's Air Travel Consumer Report. Southwest Airlines currently serves 64 cities in 32 states, operating more than 3,300 flights a day and with more than 33,000 Employees systemwide.

<http://www.southwest.com>

SOURCE Southwest Airlines