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Southwest Airlines Announces New Service in Denver

Southwest Airlines Adding Five New Nonstop Flights and Three New Destinations

DALLAS, May 7 /PRNewswire-FirstCall/ -- Southwest Airlines announced today an expansion of its service in Denver with five new nonstop flights and three new destinations. The additional service includes new nonstop flights between Denver and Sacramento, Ft. Lauderdale/Hollywood, and New Orleans. The Company also announced it will add one additional daily nonstop flight between Denver and Phoenix (for a total of seven). Flights are available for booking today for travel beginning on Aug. 4, 2008. To take advantage of these new Southwest Airlines flights, visit: http://www.southwest.com/?src=PR_NS_DEN_050708.

"Denver's strategic location fits nicely into our network, and we are delighted by the response we have seen to our service and growth in the Mile High city," Southwest Airlines CEO Gary Kelly said. "We have been able to consistently grow according to our plans in the two plus years since we returned to Denver, which is typical of how we enter a market this size."

BEGINNING AUG. 4, 2008:

- Two new daily nonstop roundtrips between Denver and Sacramento.
- One new daily nonstop roundtrip between Denver and Ft. Lauderdale/Hollywood.
- One new daily nonstop roundtrip between Denver and New Orleans.
- One additional daily nonstop roundtrip between Denver and Phoenix (for a total of seven).

Southwest Airlines began service to Denver on Jan. 3, 2006, with 13 daily nonstop departures to three destinations. The airline currently operates 61 daily nonstop flights from the Mile High city, making Denver the fastest growing city in the Company's history. More than 150 Southwest Airlines Employees call Denver home.

After 37 years of service, Southwest Airlines continues to differentiate itself from other low fare carriers-offering a reliable product with exemplary Customer Service. Southwest Airlines is the most productive airline in the sky and offers Customers a comfortable traveling experience. Southwest offers a very comfortable ride with all premium leather seats and plenty of legroom with a young all Boeing 737 fleet. Southwest recently updated its gate areas and improved its boarding procedure to make flying Southwest convenient and simple. 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 3,400 flights a day and has more than 34,000 Employees systemwide.

<http://www.southwest.com>

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