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## Southwest Airlines Celebrates 15 Years of LUV in Baltimore/Washington

DALLAS, Sept. 15 /PRNewswire-FirstCall/ -- Southwest Airlines and its more than 2,500 Baltimore-based Employees today are celebrating the airline's 15th year of service at Baltimore/Washington Thurgood Marshall International Airport.

"We are thrilled to be celebrating 15 years of service in Baltimore/Washington, Southwest's fourth busiest airport," said Reggie Barnes, Southwest Airlines' Baltimore/Washington Station Leader. "I started my career here, and I could not have hoped for a better group of Employees and loyal Customers. We've seen a lot of change in the industry over these 15 years, and I'm so glad to be a part of this great Employee group who offers our Baltimore/Washington Customers the best service in the industry!"

Baltimore/Washington statistics:

- \* In 2007, Southwest carried more than 3.9 million Customers from Baltimore/Washington.
- \* Southwest Airlines market share at Baltimore/Washington in first quarter 2008 was 49 percent.
- \* Southwest Airlines average one-way fare at Baltimore/Washington was \$110 in first quarter 2008, 13 percent lower than all other carriers at Baltimore/Washington in Southwest's markets.
- \* Southwest Airlines has both a Pilot and Flight Attendant base in Baltimore/Washington.
- \* Southwest Airlines began service to Baltimore/Washington on Sept. 15, 1993, with 10 daily flights to two cities: Chicago Midway and Cleveland.
- \* Currently, Southwest Airlines offers 162 daily nonstop flights from Baltimore/Washington to 38 cities -- Southwest's fourth busiest operation.

Today only, Southwest Airlines will offer its Baltimore/Washington Customers a full day of special online DING! fares. These Balti-MORE Low fares will be available for Baltimore/Washington Customers between 9 a.m. on Sept. 15, 2008, and 9 p.m. on Sept. 15, 2008, Central Time.

DING! is the first-ever "direct link" to Customers' computer desktops, delivering discounted fares to a variety of Southwest Airlines destinations. To take advantage of these super low DING! fares, Customers must first download DING! by visiting:  
[http://www.southwest.com/hotfares/signup.html?ref=cns\\_ding\\_hp](http://www.southwest.com/hotfares/signup.html?ref=cns_ding_hp)

Additionally, Southwest Airlines will be celebrating in person with its Customers today. Airline Employees will be handing out anniversary cookies, and offering Customers the chance to win airline tickets while they wait to board their flights.

Southwest is the only U.S. airline to remain consistently profitable this decade, and enjoys an unprecedented string of 35 consecutive years of profitability. Southwest has among the lowest cost structures, a strong balance sheet, and the most comprehensive fuel hedge of any major U.S. airline. At Southwest Airlines, Customers get low fares and no hidden fees. You can check your first two bags for free, there are no change fees, no fees for a window or aisle seat, and, as always, snacks, sodas, and smiles are all complimentary!

After 37 years of service, Southwest Airlines, the nation's leading low-fare carrier, continues to differentiate itself from other airlines-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 even more 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>

SOURCE Southwest Airlines