

December 12, 2008



Southwest Airlines is on Baby Watch in Amarillo, TX

Celebrating its 30th anniversary in Amarillo, TX, Southwest Airlines will reward four roundtrip tickets to first baby born today in the city of Amarillo.

AMARILLO, Texas, Dec. 12 /PRNewswire-FirstCall/ -- Southwest Airlines today celebrates its 30th year of operation in Amarillo with a first born baby contest. The family of the first baby born in Amarillo on Dec 12, 2008, in either the North West Texas Health Care System or Baptist -- St. Anthony's Health System hospitals will be awarded four roundtrip tickets to any of Southwest Airlines' scheduled destinations.

Southwest Airlines also will be celebrating the anniversary with gate decorations and complimentary adult beverages to any Customer flying to or from the yellow rose of Texas wearing something yellow or "amarillo" today.

"Southwest Airlines today celebrates the birth of our operations here in Amarillo," said Ramiro Ramirez, Field Marketing Manager for Southwest Airlines. "As one of our first 10 cities, Amarillo is a cornerstone in our national growth."

Southwest Airlines started service in Amarillo on Dec. 12, 1978, with five nonstop flights. The airline currently operates 12 nonstops, carries 64 percent of the local airline market, and has 51 local Employees.

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 hedging program of any major U.S. airline. At Southwest Airlines, fees don't fly with us. 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 (will begin service to Minneapolis-St. Paul in March 2009) in 32 states. Based in Dallas, Southwest currently operates more than 3,300 flights a day and has more than 35,000 Employees systemwide.

Official Rules Southwest Airlines Anniversary Baby Contest

ALL FEDERAL, STATE, LOCAL AND MUNICIPAL LAWS AND REGULATIONS APPLY.
VOID WHERE PROHIBITED.

1. Eligibility. Subject to the additional restrictions below, the Southwest Airlines Anniversary Baby Contest is open to the natural mother of the first child born on December 12, 2008, in one of two participating Amarillo hospitals, is a resident of the United States of America, is 18 years or older at the time of giving birth. Employees of the Sponsors, and each of their respective affiliated companies, and advertising and promotional agencies, and the immediate family members of, and any persons domiciled with, any such employees, are not eligible to enter or to win.

2. Contest Period: Contest period begins at 12:00 a.m. (C.S.T.) Friday, December 12, 2008 and ends at 11:59 p.m. (C.S.T.) Friday, December 12, 2008.

3. Winner Selection. One (1) Grand Prize Winner will be awarded. The Grand Prize Winner will be the mother of the first newborn baby born on December 12, 2008 in Amarillo, Texas at one of the two participating hospitals; North West Texas Health Care System or Baptist -- St. Anthony's Health System. The winner will be determined by the child's time of birth as officially documented by North West Texas Health Care System and/or Baptist -- St. Anthony's Health System. In the event of a tie, the winner will be determined by a random drawing officiated by representatives of Southwest Airlines and representatives from the participating hospitals. Winners will be selected on or about December 12, 2008 and winners will be included in media coverage.

4. Prizes. Grand Prize: One (1) Grand Prize Winner will be awarded. Winner will receive four (4) roundtrip tickets for air travel on Southwest Airlines to any Southwest Airlines published destination. Tickets will be valid for one year after December 12, 2008. No substitutions, cash equivalents, or transfers of prize permitted, except at the sole discretion of Sponsor. Value of Grand Prize is approximately \$1,600.

5. To Claim Prize: The winners natural mother will be notified in person or by certified mail and will be required to complete and sign affidavits of eligibility and liability releases and, where legal, publicity releases, or the prize will be forfeited and awarded to an alternate winner. If the prize notification letter is returned undeliverable or unclaimed, the prize will be awarded to an alternate winner. Winners may waive their right to receive prizes. Prize package winners' guests or, if minor(s), their parent(s)/legal guardian(s), must execute liability releases and, where legal, publicity releases prior to the issuance of travel documents. Unclaimed or undeliverable prizes will be forfeited and awarded to an alternate winner. The prize is guaranteed to be awarded. Acceptance of the prize constitutes permission (except where prohibited) to use the winners' names, hometowns, and likenesses for purposes of advertising, promotion, and publicity in any media without additional compensation, unless prohibited by law.

6. Limitation of Liability: The winners are solely responsible for payment of all federal, state, and local taxes on prize and for any travel or other expenses not specifically mentioned in prize or description. Sponsor reserves the right to cancel or modify the contest if fraud or technical failure compromises the integrity of the contest as determined by Sponsor in its sole discretion.

Winners List: The winners' names will be upon written request from Southwest Airlines by sending a self-addressed envelope to Southwest Airlines corporate headquarters address below.

7. Sponsor: Southwest Airlines Co., P.O. Box 36611, Dallas, TX 75235-1611

SOURCE Southwest Airlines