

January 22, 2009



Southwest Airlines Celebrates 30 Years of LUV at Louis Armstrong New Orleans International Airport

WHO: Chris Wahlenmaier, Southwest Airlines Vice President of Ground Operations
Southwest Airlines Employees
Mary Beth Romig, New Orleans Convention and Visitors Bureau
Director of Communications and Public Relations
Representatives from MSY

WHAT: Southwest Airlines is celebrating 30 years of service at Louis Armstrong New Orleans International Airport (MSY). Since January 25, 1979, Southwest Airlines has been proud to call MSY home. To celebrate the occasion, the employees of Southwest Airlines are taking a trip back to 1979! Southwest is hosting an employee celebration at its gates in MSY, complete with:

- DJ spinning "records" from '79
- Decorations and costumes from the '70s, including replicas of the original Southwest Airlines flight attendant uniforms
- Games and prizes throughout the day including a "Money Cube" where customers can grab as many prizes as they can in just a few seconds!
- Karaoke machine
- Water arch commemorating our first flight from Houston Hobby to MSY

Theme: Super Fly Since '79!

WHEN: Friday, Jan. 23, 2009
Event Starts at 10:00 a.m.
Media Contact: Paul Flanigan, (469) 237-0814. Please meet at the Southwest Airlines Ticket Counter at 10:30 a.m. and call Paul for an escort through security.

WHERE: Louis Armstrong New Orleans Intl. Airport
900 Airline Drive
Kenner, LA 70062

OTHER FACTS:

- Starting Service: January 25, 1979, one daily nonstop departure to Houston Hobby.
- 11th city in the Southwest system, first outside of Texas
- Employees: 130
- Southwest is the largest carrier out of MSY, with the most flights per day (37) to the most nonstop destinations (12) than any other carrier, as of January 2009. This includes new nonstop service to DEN that started on August 4, 2008.
- Southwest is the Low-Fare Leader out of MSY with an average fare of \$117 in Q2 2008, 30% lower than all other carriers.

SOURCE Southwest Airlines