

January 23, 2009



Southwest Airlines Celebrates 30 Years of LUV in New Orleans

DALLAS, Jan. 23 /PRNewswire-FirstCall/ -- Southwest Airlines and its 130 Employees in New Orleans today are celebrating the airline's 30th year of service at the Louis Armstrong New Orleans International Airport (MSY).

"New Orleans is a special place. We are thrilled to be celebrating 30 years of service in the Big Easy," said Cindy Perrino, Southwest Airlines' New Orleans Station Leader. "Our Employees in New Orleans remain committed to continuing to serve the city and helping it flourish."

New Orleans (MSY) statistics:

- During the four quarters ending second quarter 2008, Southwest carried more than one million Customers from MSY.
- We began service on Jan. 25, 1979, with one daily flight to Houston Hobby Airport.
- New Orleans was the 11th city added in the Southwest system, and the first city located outside of Texas.
- 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 Denver that started on Aug. 4, 2008.
- Southwest gives Customers the Freedom to Fly from New Orleans to 62 destinations across the country on convenient nonstop, direct, or connecting service.
- Southwest is the preferred airline for New Orleans Customers, with a greater market share (27 percent) than any other carrier as of the second quarter of 2008.
- Southwest is the Low-Fare Leader out of MSY with an average fare of \$117 in second quarter 2008, 30 percent lower than all other carriers.

Additionally, Southwest Airlines will be celebrating with its Employees and Customers today with a 1979 themed party. The carrier is hosting an Employee celebration at its gates in MSY, complete with decorations and costumes from the 70s. Games and prizes will go on throughout the day, including a "Money Cube" where Customers can grab as many prizes as they can in just a few seconds, and a water arch commemorating our first flight from Houston Hobby to MSY.

Southwest is the only U.S. airline to remain consistently profitable this decade, and enjoys an unprecedented string of 36 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 (will begin service to Minneapolis/St. Paul in March 2009) in 32 states. Based in Dallas, Southwest currently operates more than 3,200 flights a day and has more than 35,000 Employees systemwide.

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