

May 26, 2009



# Southwest Airlines Celebrates 15 Years of LUV in the OC

DALLAS, May 26 /PRNewswire-FirstCall/ -- Southwest Airlines is SO in LUV with the OC! In celebration of 15 years of service to Orange County, Southwest Airlines is throwing a beach party and celebrating like it's 1994. Employees and Customers will be hangin' ten with a limbo contest to show just how low our fares can go, a complimentary beach drink called the "OC LUV Splash" will be served, and California residents will have the chance to play our "Golden Ticket" contest for a chance to win a roundtrip ticket aboard Southwest Airlines.\* But non-California residents need not worry - there will be a Click n' Save Enter-to-Win drawing with a roundtrip ticket prize for them, too!

"It's totally tubular to be celebrating 15 years of service," said Larry Pitts, Southwest Airlines' Orange County Station Leader. "The hard work and dedication of our 112 Orange County Employees has made Southwest the Real Airline of the OC."

That's not all Southwest has to celebrate. We also are stoked that Southwest now flies from Orange County to the Golden Gate City: San Francisco with five flights per day.

## *Orange County (SNA) statistics:*

- We began service to Orange County on May 26, 1994, with 15 daily flights to Oakland and San Jose.
- Orange County was the 37th city added in the Southwest system
- Southwest is the largest carrier out of Orange County with more flights per day (46) to the more nonstop destinations (7) than any other carrier, as of May 2009.
- During 2008, Southwest carried more than 1.25 million Customers from SNA.
- Southwest is the preferred airline for Orange County Customers, with a greater market share (30 percent) than any other carrier in 2008.
  
- Southwest is the Low-Fare Leader out of SNA with an average fare of \$90 in 2008, 43 percent lower than all other carriers.

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 65 cities in 33 states, with recently announced service to New York LaGuardia, Boston Logan, and Milwaukee coming later this year. Based in Dallas, Southwest currently operates more than 3,300 flights a day and has more than 35,000 Employees systemwide.

[www.southwest.com](http://www.southwest.com)

*\* No purchase necessary. Must be a legal California resident and 21 years of age or older to enter. Contest ends 06/30/09. For official rules, go to [www.southwest.com/socal](http://www.southwest.com/socal). Void where prohibited.*

SOURCE Southwest Airlines