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# Southwest Airlines Mobile Site Gets a Facelift

*Airline Makes Booking via Mobile Device a Snap*

DALLAS, June 1 /PRNewswire-FirstCall/ -- Is it a nip, a tuck? Nope, it's a full facelift! Southwest Airlines announces a fresh new look to <http://mobile.southwest.com>. To see the new application in action and to view Southwest's blog post on the mobile site check out: <http://www.blogsouthwest.com/blog/proud-be-a-mobile-junkieand-luv-our-new-mobile-site>. The mobile site is available among a variety of web enabled devices including the iPhone and Blackberry.

"Southwest knows our Customers run their lives via mobile devices and need access to southwest.com in an easy-to-view application," said Southwest's Vice President Marketing, Sales, and Distribution Kevin Krone. "Making a reservation, cancelling a reservation, and checking a Rapid Rewards account are now all possible via a handheld device. This marks our first step in providing a more complete *southwest.com* experience via a mobile or handheld device."

Previously, Southwest mobile Customers had the ability to checkin for flights, cancel reservations, contact Southwest Airlines, and view Southwest's terms and conditions. Now, Southwest Airlines mobile Customers can also book a flight, log on to Rapid Rewards, view schedules, and check flight status.

"The redesign of the site provides Customers more options at just the touch of the screen or click of a button," Krone said. "Mobile devices are a vital part of a traveler's life, and Southwest will continue to enhance how we are represented on these devices."

After almost 38 years of service, Southwest Airlines, the nation's leading low-fare carrier, is the most productive airline in the sky and offers Customers a comfortable traveling experience. Southwest offers all premium leather seats and plenty of legroom with a young all-Boeing 737 fleet. Southwest Airlines (NYSE: LUV) currently serves 65 cities in 33 states, with service beginning to New York LaGuardia and Boston Logan this summer and to Milwaukee 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)

SOURCE Southwest Airlines