

June 18, 2009



Southwest Airlines Celebrates Its 38th Birthday With \$38 Fares

DALLAS, June 18 /PRNewswire-FirstCall/ -- It's Southwest Airlines' birthday, but YOU get the gift! In celebration of the airline's 38th birthday, Southwest announced today special *DING!* fares as low as \$38 one-way in select markets. These fares are customized for *DING!* subscribers and will only be available from 9:00 am to 9:00 pm CDT on June 18, 2009. In order to have your cake and eat it too, download *DING!* [here](#).

DING! is Southwest Airlines' downloadable desktop application that delivers discounted fares to a variety of Southwest Airlines destinations. The following are examples of city pairs included in this special \$38 one-way fare offer (see Fare Rules below):

- Between New York LaGuardia and Baltimore/Washington for travel July 7 through August 31, 2009
- Between Los Angeles and the Bay Area (San Francisco, Oakland, and San Jose) for travel July 7 through August 31, 2009

- Between Philadelphia and Pittsburgh for travel July 7 through August 31, 2009

After 38 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 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. Based in Dallas, Southwest currently operates more than 3,300 flights a day and has more than 35,000 Employees systemwide.

FARE RULES

The fares are available for purchase through the *DING!* application only. Travel dates for *DING!* fares other than those listed above will vary and are included in the specific *DING!* offers. Fares are available one-way. Seats are limited. Fares do not include a federal segment tax of \$3.60 per takeoff and landing. Fares do not include airport-assessed passenger facility charges (PFC) of up to \$9.00 and U.S. government-imposed September 11th Security Fee of up to \$5.00 one-way. Fares are subject to change until ticketed. Tickets are nonrefundable but may be applied toward the purchase of future travel on Southwest Airlines. Fares are valid on Southwest-operated published, scheduled service only and are not available through the Group Desk. Any change in itinerary may result in an increase in fare.

www.southwest.com

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