

June 22, 2009



Southwest Airlines Announces Fares & Destinations for Milwaukee Service to Begin November 1, 2009

WHO:

- Southwest Airlines Vice President Ground Operations Teresa Laraba
- Milwaukee County Executive Chief of Staff Tom Nardelli
- Milwaukee County Board Chairman Lee Holloway
- Milwaukee County Supervisor & TPW Committee Chair Michael Mayo, Sr.
- Milwaukee Mitchell Airport Director Barry Bateman

WHAT:

Southwest Airlines will celebrate with all of Milwaukee along the lakeshore Tuesday morning by offering special fares and revealing the flight schedule for the carrier's previously-announced service from Mitchell International Airport to begin November 1, 2009.

Wisconsin will become the 37th state and Milwaukee the 68th city to join the nation's largest airline network exclusively utilizing full-sized, Boeing 737 jets. Each year, nearly 100 million Customers enjoy Southwest's low-fares and high value Customer Service.

WHEN:

Tuesday, June 23
10:00 a.m.

WHERE:

Milwaukee Art Museum
Baumgartner Terrace
700 N Art Museum Dr
Milwaukee, WI 53202

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VISUALS:

- Southwest Airlines' route map reflecting Milwaukee service
- Local music and food celebrating Southwest's arrival in the Community
- Special fares announced for new service

**OTHER
FACTS:**

Southwest Airlines (NYSE: LUV), based in Dallas, is the nation's largest carrier in terms of domestic passengers enplaned. Southwest currently operates more than 3,300 flights a day and has more than 35,000 Employees systemwide.

www.southwest.com

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SOURCE Southwest Airlines