

June 23, 2009



Southwest Airlines Announces Fares and Flights To/From Milwaukee

Carrier Will Operate 12 Daily Nonstop Flights on Boeing 737 Aircraft to Six Destinations

Beginning November 1, 2009 with Fares as Low as \$35 one-way

DALLAS, June 23 /PRNewswire-FirstCall/ -- We're going to do it *our* way--the *Southwest* Way! Beginning November 1, 2009, Southwest Airlines will connect Milwaukee to the nation's largest airline network bringing legendary Customer Service and Low-Fare Value to fee-weary and under-served travelers across Southeast Wisconsin.

The airline will begin service with a dozen daily nonstop flights to six destinations: 3 to Baltimore/Washington, 3 to Kansas City, 2 to Las Vegas, 2 to Orlando, 1 to Phoenix, and 1 to Tampa Bay. Southwest is offering all of these new flights with fares as low as \$35 one-way (when purchased by June 26th), recognizing Wisconsin's place as the 35th state to join the Southwest network. After the 26th, enjoy Southwest's low introductory fares from \$49 to \$99 to all nonstop destinations (see all fare rules below).

The fares and schedule are available for purchase today on www.southwest.com

"That's \$35 to get from Milwaukee to all six of these cities -- It's On!" said Teresa Laraba, Southwest's Vice President of Ground Operations, this morning at a news conference outside the Milwaukee Art Museum. "While other airlines have taken away options and added fees, our new Milwaukee service will stand apart in many ways. Milwaukeeans should know that we're here to serve and we're here to stay! We can't wait to introduce our legendary Customer Service, as well as our low fares and on time flights to new Customers across Wisconsin and Northern Illinois who've been asking for Southwest service for many years."

In addition to the 12 daily nonstop flights, Southwest Airlines' new service out of Milwaukee Mitchell International Airport will offer direct (same plane) or connecting service to 49 other destinations throughout the Southwest Network. Southwest Airlines will operate from two gates in Terminal D at Mitchell, and will have about 40 fulltime Employees.

"Southwest has a loyal following and many cities covet attracting their service," said Milwaukee County Executive Scott Walker. "We can't be more pleased they chose Milwaukee."

Milwaukee County Supervisors Lee Holloway and Michael Mayo, Sr., said, "This added service will build off Mitchell Airport's reputation as one of the most effective and efficient airports in the United States."

When shopping for Southwest online, it's important to know that Southwest Airlines' low fares are available only at www.southwest.com. Not only will Customers find Southwest's great online rates, but the site also hosts Southwest's Travel Guide where Customers can check out travel tips posted by those who frequent Southeastern Wisconsin. For an insider's

look into the new Milwaukee Service, a long-time Southwest Employee and native Wisconsinite writes about growing up in Southwest's newest state on Southwest's blog--Nuts About Southwest. To view her post, visit: <http://www.blogsouthwest.com/blog/our-southwest-family-may-already-be-part-yours>.

After 38 years of service, Southwest Airlines, the nation's leading low-fare carrier, continues to stand above other airlines -- offering a reliable product with exemplary Customer Service and the Nation's largest airline network exclusively utilizing Boeing 737 aircraft. Southwest Airlines is the most productive airline in the sky and offers Customers a comfortable traveling experience with all premium leather seats and plenty of legroom. Southwest recently updated its gate areas and improved its boarding procedure to make flying Southwest Airlines even more convenient. Southwest Airlines (NYSE: LUV), the nation's largest carrier in terms of domestic passengers enplaned, 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 sale fares between Milwaukee Mitchell Airport and Baltimore/Washington, Kansas City, Las Vegas, Orlando, Phoenix, and Tampa Bay are available on *southwest.com* or *swabiz.com*. Customers must purchase from June 23 through June 26, 2009, and before 11:59 pm (PST) for travel November 1 - November 18, 2009. Fares valid on nonstop service only. Other introductory fares from \$49 - \$99 one-way will be on sale through July 30, 2009, for travel through December 17, 2009, excluding November 24 - November 25 and November 29 - November 30. Travel valid everyday except Fridays and Sundays. Fares do not include federal excise tax of \$3.60 per take off and landing. Fares do not include airport-assessed passenger facility charges (PFC) of up to \$9.00 and government-imposed September 11th Security Fee of up to \$5.00 one-way. Seats are limited. Fares may vary by flight and day of week and won't be available on some flights that operate during very busy travel times and holiday periods. Fares are available for one-way travel. Fares may be combined with other combinable fares. Fares are not combinable with Senior Fares. When combining fares, all rules and restrictions apply. Fares are nonrefundable but may be applied toward the purchase of future travel on Southwest Airlines. Fares are not available through Group Desk. Any change in itinerary may result in an increase in fare. Standby travel requires an upgrade to the Anytime fare. Fares are subject to change until ticketed.

SOURCE Southwest Airlines