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Southwest Airlines Begins Service at LaGuardia

Weekend Inaugural Festivities Culminate With Airport Celebration

NEW YORK, June 28 /PRNewswire-FirstCall/ -- *Southwest Airlines* today celebrated the airline's new service at LaGuardia with its "New Service, New Attitude, New York" themed celebration. Southwest Customers and Employees dined on New York style bagels while being serenaded by Southwest's rapping flight attendant, David Holmes <http://www.youtube.com/watch?v=ivjybzdXVml> . Southwest Airlines' Senior Vice President of Operations Greg Wells joined the Port Authority of New York and New Jersey's Director of Aviation William R. DeCota in a morning news conference at LaGuardia to launch the airline's new service. Click *Southwest Airlines* to see the full LaGuardia schedule or to book a flight to or from New York City.

"Southwest Airlines is celebrating a truly momentous occasion today. Finally New York travelers can experience our unmatched record in Customer Service and our phenomenally low fares at an airport close to where they work and play," said Wells. "Additionally, Customers in both Chicago and the DC area now have a new low fare choice when planning trips into LaGuardia."

Southwest Airlines is now serving New York City travelers from LaGuardia with eight daily nonstop flights--five daily nonstops to Chicago Midway and three daily nonstop flights to Baltimore/Washington. In addition to the eight daily nonstop flights, Southwest Airlines will offer direct or connecting service to more than 45 destinations from New York City, including: Las Vegas, Denver, Los Angeles, Seattle, and San Diego, just to name a few. To view all of Southwest's destinations from LaGuardia visit www.southwest.com . Southwest Airlines operates from Gate B4 in LaGuardia's Central Terminal Building.

"Our customers are our number one priority and Southwest Airline's new service out of LaGuardia provides not only excellent service, but also a cost-efficient choice for our customers to some of the nation's most important destinations, " said Bill DeCota, Director of Aviation for the Port Authority of NY and NJ.

This morning's press conference was one of the many weekend activities organized to commemorate Southwest Airlines' new service to LaGuardia and to introduce the Southwest brand to the New York City market. Earlier in the week, Southwest Airlines celebrated at the Southwest Porch at Bryant Park with Customers and Employees. Southwest Employees will continue its community involvement today through a volunteer activity at Flushing Meadows where Employees will clean up the park.

"Southwest Airlines is dedicated to getting involved in the communities we serve," said Wells. "Today we're cleaning up Flushing Meadows Park, and our Employees will be mentoring at MS-8 New Prep Middle School here in Queens in the coming school year--just one more way Southwest can bring its vivacious Spirit to New York City."

When shopping for Southwest online, it's important to know that Southwest Airlines low fares are only available at www.southwest.com. Not only will Customers find Southwest's great rates online at www.southwest.com, but the site also hosts Southwest's Travel Guide where Customers can check out New York City travel tips posted by those who frequent the Big Apple. To get an insider perspective on Southwest's LaGuardia opening check out Southwest's blog--Nuts About Southwest and see the following post: <http://www.blogsouthwest.com/blog/a-new-york-state-mind>.

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 no hidden fees. 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 66 cities (adding Boston Logan and Milwaukee later this year) in 33 states. Based in Dallas, 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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