

July 7, 2009



Southwest Airlines Offers \$30/\$60/\$90 Fare Sale

For 48 Hours, It's Never Been This On!

DALLAS, July 7 /PRNewswire-FirstCall/ -- Southwest Airlines announced today one of the biggest fare sales in the Company's history. Customers can purchase one-way tickets for \$30, \$60, or \$90 based on length of travel. For travel up to 400 miles, fares are \$30 one-way. For travel between 400 and 750 miles, fares are \$60 one-way. For travel more than 750 miles, fares are \$90 one-way. These fares are available through 11:59 pm PDT July 8, 2009, for travel beginning Sept. 9, 2009, through Nov. 18, 2009. To see the list of markets, prices, and to take advantage of these special fares, visit www.southwest.com.

"Southwest Airlines realizes Customers are looking for great travel deals during this difficult economic time," said Kevin Krone, Vice President of Marketing, Sales, and Distribution. "We wanted to provide Customers affordable airfare so they can punch this economy in the nose and travel for business or leisure this fall."

Examples of these low fares include (see Fare Rules below):

- \$30 one-way between Baltimore/Washington and New York LaGuardia
- \$60 one-way between Las Vegas and Oakland

- \$90 one-way between Chicago Midway and Houston Hobby

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. The first two checked bags fly for free (size and weight limits apply), there are no fees for a window or aisle seat, and, as always, snacks, sodas, and smiles are all complimentary!

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 66 cities in 33 states with service to Boston Logan starting Aug. 16 and service to Milwaukee starting Nov. 1. Based in Dallas, Southwest currently operates more than 3,300 flights a day and has more than 35,000 Employees systemwide.

FARE RULES

Fares are available on www.southwest.com or www.swabiz.com. Southwest Airlines sale fares are available from July 7, 2009, through 11:59 PDT July 8, 2009. Travel must take place between Sept. 9, 2009, and Nov. 18, 2009. Travel valid everyday except Fridays and Sundays. Sale fares slightly higher on other days of the week. 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. Seats are limited and may not be available on all flights or to all destinations. Fares are available for one-way travel. Fares are nonrefundable but may be applied toward the purchase of future travel on Southwest Airlines. Fares are not available through the Group Desk. Any change in the itinerary may result in an increase in fare. Reservations made through southwestvacations.com are not eligible for this promotion. Standby travel requires an upgrade to the Anytime Fare. Fares are subject to change until ticketed. Fares are valid on published, scheduled service only.

http://www.southwest.com/landing/wow_090707.html?src=PRWOWSALE070709

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