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Southwest Airlines Begins Boston Logan Service

Carrier Now Operates Ten Daily Nonstop Flights to Two Destinations: Chicago Midway and Baltimore/Washington International

DALLAS, Aug. 17 /PRNewswire-FirstCall/ -- Southwest Airlines today celebrated the airline's new service at Boston Logan with a uniquely Boston-flavored celebration. Southwest Customers and Employees dined on New England clam chowder and enjoyed the patriotic music of a Minuteman Marching band and a Town Crier who officially proclaimed the opening of Southwest's Logan service. Southwest Airlines Chairman, President and CEO Gary Kelly joined Massport CEO and Executive Director Thomas J. Kinton, Jr., Massport Aviation Director Ed Freni, and Greater Boston Convention and Visitors Bureau President and CEO Patrick Moscaritolo in a morning news conference at Logan to launch the airline's new service.

"Today is a great day for the people of Southwest Airlines as well as New England travelers. With our new service here at Logan, Southwest can fully serve the entire Boston area," said Kelly. "Finally all Bostonians can experience our unmatched record in Customer Service, our low fares, and our legendary ontime service, all with the convenience of being located at Logan's Terminal E."

Southwest Airlines is now serving Boston travelers from Logan with ten daily nonstop flights - five daily nonstops to Chicago Midway and five daily nonstop flights to Baltimore/Washington International. In addition to the ten daily nonstop flights, Southwest Airlines' new service out of Boston Logan will offer direct or connecting service to 48 other destinations, including: Las Vegas, Phoenix, Denver, Los Angeles, Houston, and San Francisco, just to name a few. Southwest Airlines will operate from gates E1A and E1B in Terminal E at Logan. To view all of Southwest's destinations from Boston Logan, visit <http://gallery.swamedia.com/imageSingle/ImageID=SWA2009041418016/tpl2=images/type=jpg>.

"Good things come to those who wait, and Boston Logan has waited some time for Southwest," said Kinton, CEO of Massport, which owns and operates Logan. "We are thrilled that the nation's busiest airline based on domestic departures is here, but more importantly, their presence and the 'Southwest effect' of lowering fares will benefit the millions of passengers who use Logan."

"We are excited to partner with Southwest Airlines to grow our corporate and leisure visitor markets. The power of Southwest's brand and the desirability of Boston as a visitor destination is a terrific opportunity for our visitor industry," said Moscaritolo, of the Greater Boston Convention & Visitors Bureau.

This morning's press conference was one of the many activities organized to commemorate Southwest Airlines' new service to Logan. Throughout the weekend, dozens of Southwest Employees from Boston and across the country celebrated with Customers at its gates and also rolled up their sleeves at a volunteer activity at the Curtis Guild School in East Boston. Approximately three dozen Southwest Employees participated in such projects as planting flowers and bushes; cleaning and organizing, with the help of their community partners at The

Container Store, the teachers lounge and classrooms; and painting an enormous 12'x80' mural located along the school's playground.

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 Boston travel tips posted by travelers who frequent Beantown.

Southwest Airlines will continue to celebrate this momentous occasion with a special offer--a bonus Rapid Rewards frequent flyer credit each time you fly into or out of one of our three Boston Area airports between now and September 16, 2009. Visit www.southwest.com/rapid_rewards/rr_promotions.html for more information and to register.

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, now serves 67 cities (adding Milwaukee November 1) in 34 states. Based in Dallas, Southwest currently operates more than 3,200 flights a day and has nearly 35,000 Employees systemwide.

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