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Southwest Airlines Introduces EarlyBird Check-In, a New Customer Convenience That Simplifies Travel

EarlyBird Check-in Automatically Assigns and Confirms Customers' Boarding Positions in Advance of General Check-in

DALLAS, Sept. 2 /PRNewswire-FirstCall/ -- Don't race. We'll save your place! Southwest is proud to announce its newest product, EarlyBird Check-in, which gives Customers the option to score an early boarding position by adding an additional \$10 to the price of a one-way fare. The low-cost service automatically reserves a boarding position for Customers prior to general check-in, allowing EarlyBird Customers to begin boarding the plane after Southwest's Business Select and Rapid Rewards A-List Customers. EarlyBird Check-in is available for purchase beginning today, Wednesday, Sept. 2, 2009, for travel beginning Thursday, Sept. 3, 2009. For additional information on EarlyBird Check-in, visit <http://www.southwest.com/flight/early-bird-retrieve-reservation.html> or the Company Blog at www.nutsaboutsouthwest.com.

"With EarlyBird Check-in, you no longer need to watch the clock or set your alarm to be one of the first Customers to check in for a Southwest flight. EarlyBird Customers can relax, and let us do the work for them," said Kevin Krone, Southwest's Vice President of Marketing, Sales and Distribution.

An early boarding position provides Customers with the opportunity for a better seat selection and earlier access to overhead bin space, giving Customers the option to enhance their travel experience while creating incremental revenue opportunities for Southwest. Early boarding privileges are already included in the purchase of a Business Select fare and are a benefit of being on the Rapid Rewards A-List. All Customers are required to print their boarding pass prior to their scheduled departure.

Customers can purchase EarlyBird Check-in through a link in the Travel Tools section of *southwest.com*. They also can select EarlyBird Check-in from their *southwest.com* confirmation page online and from their confirmation e-mail. EarlyBird Check-in can be purchased up to 25 hours prior to the scheduled departure time of the Customer's flight.

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. 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 67 cities (adding Milwaukee later this year) in 33 states. Based in Dallas, Southwest currently operates more than 3,300 flights a day and has more than 34,000 Employees systemwide.

SOURCE Southwest Airlines