

September 29, 2009



Southwest Airlines Launches Fare Sale

Airline Reduces Fares for Fall and Winter Travel

DALLAS, Sept. 29 /PRNewswire-FirstCall/ -- Fares are falling! Fares are falling! Fares are falling super low on southwest.com. Southwest is offering Customers fares starting as low as \$59 one-way to select destinations. Fares must be purchased by Oct. 15, 2009, and are available for travel every day except Fridays and Sundays from Oct. 13, 2009, through Feb. 11, 2010. To get these special fares online, visit www.southwest.com. Examples of fares include (see Additional Fare Rules below):

- \$59 one-way between Phoenix and San Diego
- \$69 one-way between Chicago Midway and Columbus
- \$89 one-way between Boston Area and Chicago Midway

- \$109 one-way between St. Louis and Tampa Bay

"If you don't find the fare you're looking for right away, try using our Low Fare Calendar tool, Southwest Shortcut, to quickly find the lowest fare," said Michael Van Houweling, Southwest's Director of Online Marketing. "For travelers with flexible schedules, our Low Fare Calendar tool will show the lowest price available for each day using a monthly calendar view." Look for the Low Fare Calendar links during your normal search or visit <http://www.southwest.com/cgi-bin/lowFareFinderEntry> directly to access this search option. To read more about the tool, visit Southwest Airlines' Nuts About Southwest blog at <http://www.blogsouthwest.com/blog/shortcutsouthwest-style>.

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. At Southwest Airlines, bags fly free. Customers can check their first two bags at no extra charge (size and weight limits apply). Southwest 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 Airlines (NYSE: LUV), the nation's largest carrier in terms of domestic passengers enplaned, currently serves 67 cities (adding Milwaukee Nov. 1, 2009) in 34 states. Based in Dallas, Southwest currently operates more than 3,200 flights a day and has nearly 35,000 Employees systemwide.

ADDITIONAL FARE RULES

Southwest Airlines sale fares are available for purchase Sept. 29, 2009, through 11:59 p.m. PDT on Oct. 15, 2009, and travel must take place between Oct. 13, 2009, and Feb. 11, 2010. Seats are limited and won't be available on some flights between Nov. 24, 2009, and Dec. 1, 2009, and between Dec. 17, 2009, and Jan. 3, 2010, especially to popular destinations like Florida and Las Vegas. Use the *Low Fare Calendar* to find fare availability. Fares may vary by destinations, flight, and day of travel. Fares do not include a federal excise tax of \$3.60 for each flight segment. A flight segment is defined as a takeoff and a 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. Travel to/from Washington Dulles starting at \$69 one-way. Seats are limited. Fares are

available for one-way travel. Fares may be combined with other combinable 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 the Group Desk. Any change in the itinerary may result in an increase in fare. Standby travel requires an upgrade to the Anytime fare. Fares are subject to change until ticketed. Offer applies to operated published, scheduled service only.

www.southwest.com

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