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Southwest Airlines Continues Growing in Denver With More Flights to More Nonstop Destinations, More Jobs, and More Gates

Carrier Adding 13 Daily Flights and Six New Nonstop Destinations to/from Denver

DENVER, Oct. 22 /PRNewswire-FirstCall/ -- Southwest Airlines (NYSE: LUV) announced today that the airline will continue its growth and commitment to Denver by adding 13 new daily flights and six new nonstop destinations next year from the Mile High City. For sale beginning today, Southwest will add six new flights to five new nonstop destinations beginning in March 2010. To book travel, visit: www.southwest.com. Southwest will add seven additional daily flights to existing destinations for travel beginning in May 2010, which will open for sale in December 2009. To view a blog post, visit: <http://blogsouthwest.com>.

"We have consistently invested flights and resources to support our growing Denver operation, and we'll continue to do so," said Gary Kelly, Southwest's Chairman of the Board, President, and CEO. "Denver has been a great success story for Southwest, and, as a result, we've been able to grow at a record pace."

Kelly announced the expanded service today while visiting Denver to meet with Southwest Employees at Denver International Airport (DIA).

With more flights come more jobs, and *Southwest is hosting a Career Fair on Tuesday, October 27, 2009, at the Doubletree Hotel at 3203 Quebec St.* The Career Fair will be from 7 a.m. to 7 p.m. in the Grand Ballroom, where Southwest Employees from the Company's People Department will be available to provide information about career opportunities at Southwest Airlines, in Denver and in other Southwest cities around the nation. Southwest has grown from about 40 Employees in Denver in 2006 to more than 380 today. In the past six months, Southwest has hired more than 50 Employees in Denver.

BEGINNING MARCH 14, 2010 (open for sale today - see fare rules below):

- One new daily nonstop roundtrip between Denver and Hartford (as low as \$79 one-way).
- One new daily nonstop roundtrip between Denver and Boise (as low as \$79 one-way).
- One new daily nonstop roundtrip between Denver and Ontario (as low as \$79 one-way).
- One new daily nonstop roundtrip between Denver and Detroit (as low as \$79 one-way).
- One new daily nonstop roundtrip between Denver and Washington Dulles (as low as \$79 one-way).

- One additional daily nonstop roundtrip between Denver and Oklahoma City (for a total of three daily).

BEGINNING MAY 2010 (open for sale in December 2009):

- One additional daily nonstop roundtrip between Denver and Sacramento (for a total of three daily).
- One additional daily nonstop roundtrip between Denver and Tulsa (for a total of three daily).
- One additional daily nonstop roundtrip between Denver and New Orleans (for a total of two daily).
- One additional daily nonstop roundtrip between Denver and Portland (for a total of three daily).
- One additional daily nonstop roundtrip between Denver and Oakland (for a total of four daily).
- One additional daily nonstop roundtrip between Denver and Baltimore/Washington (for a total of four daily).
- One additional daily nonstop roundtrip between Denver and Seattle (for a total of three daily).

- One new Saturday-only nonstop roundtrip between Denver and New York LaGuardia (weekday service offered on one-stop basis).

To support the airline's expanding operation, Southwest recently acquired two additional gates at DIA, growing from 10 to 12 preferentially leased gates on Concourse C.

Southwest Airlines began service to Denver on January 3, 2006, with 13 daily nonstop departures to three destinations. The airline currently operates 112 daily nonstop flights from the Mile High City, making Denver the fastest growing city in the Company's history. Last month, Southwest announced that the carrier will begin new nonstop service between Denver and Boston Logan; Denver and Spokane; and Denver and Reno/Tahoe in January 2010. With the previously announced service and the new flights being announced today, Southwest will operate 127 daily nonstop flights from Denver to 43 cities by May 2010.

After 38 years of service, Southwest Airlines continues to differentiate itself from other low fare carriers--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. Southwest recently updated its gate areas and improved its boarding procedure to make flying Southwest convenient and simple. Southwest Airlines (NYSE: LUV), the nation's largest carrier in terms of domestic passengers enplaned, currently serves 67 cities in 34 states (Southwest will add a 68th city, Milwaukee, November 1, 2009). Based in Dallas, Southwest currently operates more than 3,200 flights a day and has nearly 35,000 Employees systemwide.

FARE RULES

Southwest Airlines sale fares are available for purchase October 22, 2009, through 11:59 p.m. PDT on October 26, 2009, and travel must take place between March 15, 2010, and May 7, 2010. Travel valid every day except Fridays & Sundays. Fares are valid on nonstop service only. Seats are limited. 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. 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 published, scheduled service only.

www.southwest.com

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