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Touchdown in Milwaukee! Southwest Airlines Adds 35th State, 68th City, and Brings Legendary Customer Service to Wisconsin Travelers

Carrier Launches Service From Milwaukee Mitchell International Airport with 12 Daily Flights to Six Nonstop Destinations

DALLAS, Nov. 2 /PRNewswire-FirstCall/ -- It's On, Wisconsin! *Southwest Airlines* officially kicked off the carrier's service from Milwaukee Mitchell International Airport at a news conference this morning, capping-off a weekend of events that underscore Southwest's longterm investment in Southeast Wisconsin.

"We want our relationship with Milwaukee to be about more than just our nonstop flights, low fares, and Customer Service--although those are important," said Gary Kelly, Southwest's Chairman, President, and CEO. "Southwest Airlines is truly here as a member of this community and our weekend involvement with the Ronald McDonald House and our fabulous tailgate are just the beginning."

Kelly joined officials from Milwaukee County in kicking a ceremonial football filled with confetti to cap-off Southwest's *Touchdown in Milwaukee* celebrations which featured a free tailgate watching party for a thousand Green Bay Packers fans on Sunday. (Coverage of the event is at <http://blogsouthwest.com>)

"Southwest is now a community partner in so many ways," said Scott Walker, Milwaukee County Executive. "Above all, these new flights and new markets clearly help fuel the economic engine of this entire region, Mitchell Airport."

"This added service will build on Mitchell's reputation as one of the most competitive airports in the United States," said Lee Holloway, Milwaukee County Board Chairman. "We look forward to working with Southwest Airlines in the coming years to help them grow their service even more."

"I thank Airport Director Barry Bateman and the entire airport staff for bringing Southwest here to Milwaukee County," said Supervisor Michael Mayo, Sr., Milwaukee County Board Transportation, Public Works, and Transit Committee Chairman. "This truly is a win-win for both business and leisure travelers. With this low-fare service to six cities, I am sure even more people from the entire region and beyond will choose Milwaukee for their travel needs."

As part of the airline's inaugural festivities, local Employees celebrated Halloween with the families of critically ill and injured children at the Ronald McDonald House of Southeast Wisconsin. Employees painted pumpkins, decorated cookies, and provided trick or treat bags to the families.

Southwest Airlines new service from Milwaukee features 12 daily flights to six nonstop destinations (Baltimore/Washington, Kansas City, Las Vegas, Orlando, Phoenix, and Tampa Bay) with additional and connecting service to 54 cities.

To book travel, visit: www.southwest.com

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, now serves 68 cities in 35 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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