

November 10, 2009



Southwest Airlines Launches Fare Sale

Airline Reduces Fares for Winter Travel

DALLAS, Nov. 10 /PRNewswire-FirstCall/ -- Southwest Airlines is offering even more ways to save on winter airfares! For Customers who missed the recent 72-hour sale, Southwest is offering fares starting as low as \$59 one-way to select destinations. Fares must be purchased by Nov. 23, 2009. These fares require 14-day advance purchase for travel every day except Fridays and Sundays between Dec. 2, 2009, and Dec. 17, 2009, or between Jan. 5, 2010, and March 9, 2010.

To get these special online-only fares, visit www.southwest.com. Just a few examples of the many low fares include (see Additional Fare Rules below):

- \$59 one-way between Phoenix and San Diego
- \$79 one-way between Pittsburg and Raleigh-Durham
- \$89 one-way between Boston Area (Manchester, Boston Logan, or Providence) and Chicago Midway

- \$109 one-way between St. Louis and Birmingham

For travelers with flexible schedules, Southwest's Low Fare Calendar tool will show the lowest price available for each day using a monthly calendar view. Use the link: <http://www.southwest.com/cgi-bin/lowFareFinderEntry> to shop around for fare availability.

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 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 68 cities in 35 states. Based in Dallas, Southwest currently operates more than 3,100 flights a day and has nearly 35,000 Employees systemwide.

ADDITIONAL FARE RULES

Southwest Airlines sale fares are available for purchase Nov. 10, 2009, through 11:59 p.m. PST on Nov. 23, 2009, and travel must take place between Dec. 2, 2009, and Dec. 17, 2009, or between Jan. 5, 2010, and March 9, 2010. Fares are available only on *southwest.com* with 14-day advance purchase required. Fares are not available for travel on Fridays and Sundays. Seats are limited. Fares may vary by destinations, flight, and day of week and won't be available on some flights that operate during very busy travel times and holiday periods, such as President's Day. 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 a U.S. government-imposed September 11th Security Fee of up to \$5.00 one-way. Travel to/from Washington Dulles excluded. Fares are available for one-way travel. When combining fares, all rules and restrictions apply. Fares are nonrefundable but if unused, may be applied toward the

purchase of future travel on Southwest Airlines. Fares are not combinable with Senior Fares. 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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