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Southwest Airlines Opens May Schedule; Announces Fares and Flights to Panama City Beach, Florida; and Adds Flights in Key Markets

Carrier Continues Growing in Denver, St. Louis, and Other Key Markets

DALLAS, Dec. 16 /PRNewswire-FirstCall/ -- Southwest Airlines today announced that the carrier is opening its schedule for travel beginning May 9, 2010, through Aug. 13, 2010. Through the continuation of the airline's flight optimization exercise, Southwest is adding 65 roundtrip flights and eliminating 24 roundtrip flights for a net gain of 41 roundtrip flights, or 82 one-way flights systemwide. The May schedule reflects seasonal travel patterns when demand increases and flying time decreases during the summer.

To view a chart of the flight changes and a blog post from Lead Schedule Planner Bill Owen, visit: blogsouthwest.com. To view the flight changes, visit:

<http://www.southwest.com/swamedia/May2010FlightChanges.pdf>.

"We are eager to begin service to our newest destination, Panama City Beach, while we remain focused on growing in key markets, such as Denver and St. Louis," said Gary Kelly, Southwest Airlines Chairman, President, and Chief Executive Officer. "Our continued flight optimization efforts have been hugely successful. We're maximizing the efficiency and profitability of each published flight schedule, thus allowing us to expand our network in new and existing key markets, even in this challenging economic environment."

The May schedule opening includes fares and flight information for previously announced service to Southwest's newest market, Panama City Beach, Florida, starting May 23, 2010, via the brand new Northwest Florida Beaches International Airport (ECP).

Additionally, the May schedule includes previously announced service of seven daily flights to/from Denver. Southwest has added two additional daily flights to the previously announced service, for a total of nine new flights to/from the Mile High City beginning May 9, 2010. The carrier also has intentions of adding 15 additional flights to/from Denver beginning in August 2010. Details of the service beginning in August will be announced at a later date.

Southwest has also been beefing up its service to/from St. Louis, and the May schedule includes 10 additional flights to/from St. Louis, including new nonstop destinations of Los Angeles, Nashville, New Orleans, Raleigh/Durham, San Diego, and Seattle.

NEW SERVICE TO PANAMA CITY BEACH, FLORIDA (ECP) BEGINS MAY 23, 2010 (open for sale today - see fare rules below):

- Two new daily nonstop roundtrip between Panama City Beach and Nashville (as low as \$69 one-way).
- Two new daily nonstop roundtrip between Panama City Beach and Houston

- Hobby (as low as \$69 one-way).
- Two new daily nonstop roundtrip between Panama City Beach and Baltimore/Washington (as low as \$69 one-way).
- Two new daily nonstop roundtrip between Panama City Beach and Orlando (as low as \$49 one-way).

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 Airlines (NYSE: LUV), the nation's largest carrier in terms of originating domestic passengers boarded, 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.

Fare Rules

The \$49 one-way fare between Panama City Beach and Orlando, and the \$69 one-way fare between Baltimore/Washington, Nashville, Houston Hobby and Panama City Beach, are available for purchase today (only on *southwest.com* or *swabiz.com*) through Dec. 18, 2009, with travel May 23, 2010, through Aug. 13, 2010. Fares are valid all days of the week. Fares are one-way and do not require an overnight stay. When combining fares, all ticketing restrictions apply. Seats are limited. Fares may vary by day of travel and will not be available on some flights that operate during very busy travel times and holiday periods. Fares do not include a federal segment tax of up to \$3.60 per takeoff and landing. Fares do not include airport-assessed passenger facility charges (PFC) of up to \$9.00 one-way and U.S. government-imposed September 11th Security Fees of up to \$5.00 one-way. Fares are subject to change until ticketed. Tickets are nonrefundable but, if unused, may be applied toward the purchase of future travel on Southwest Airlines. Fares are valid on Southwest-operated published, scheduled service only and are not available through the Group Desk.

www.southwest.com

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