

January 4, 2010



Southwest Airlines Celebrates Four Years in Denver With Free Flights!

Southwest is Rewarding Colorado Rapid Rewards Members with a Free Award Ticket When They Purchase a Business Select Fare in January

DENVER, Jan. 4 /PRNewswire-FirstCall/ -- Southwest Airlines is celebrating four years of LUV in Denver with a special promotion for Colorado Customers. Beginning today, Southwest is offering its Colorado Customers a free flight when they book a Business Select fare to/from Denver. The offer is valid for both new and existing Rapid Rewards Members for travel booked by Jan. 31, 2010, and travel completed by Feb. 28, 2010 (see terms and conditions below). Colorado Residents who aren't yet Rapid Rewards Members can join and be automatically registered for the promotion. Simply enroll in the program via the link below before completing qualifying travel.

To register for the promotion, visit: www.southwest.com/denverfree. To view a blog post, visit: <http://www.blogsouthwest.com/blog/four-years-denver>.

"The people of Colorado have been very good to Southwest Airlines over the past four years, so what better way to reward them and celebrate our anniversary than by giving them a free flight after only one Business Select purchase," said Dave Ridley, Southwest's Senior Vice President of Marketing and Revenue Management. "Our Business Select product offers several great perks, including priority boarding, extra Rapid Rewards credit, priority access to Fly By™ Ticket Counter and Airport Security lanes, and a free drink onboard! With this offer, we're throwing in a free flight anywhere Southwest flies for folks in Colorado!"

Southwest's Business Select fare provides the same flexibility as Southwest's current Anytime Fare, allows you to be one of the first to board and gives you bonus Rapid Rewards frequent flyer credit, allows you access to Fly By™ Ticket Counter and Airport Security lanes where available, and is good for one drink onboard. Business Select Fares are refundable and changeable.

It is fast and easy to earn free travel through Rapid Rewards. Rapid Rewards Members earn credits by flying or using the program's Preferred Partners. It takes just eight roundtrips, or 16 credits, to qualify for an Award. However, Members can accelerate their earnings by using the Southwest Airlines Rapid Rewards Credit Card from Chase, doing business with any of the airline's other Preferred Partners, or by purchasing Southwest's Business Select fares when flying. Plus, once it's earned, Southwest Airlines allows the Member to transfer the Award to anyone. The Award is free but subject to the U.S. government-imposed September 11th Security Fee of up to \$10 roundtrip.

Southwest Airlines began service to Denver on January 3, 2006, with 13 daily nonstop departures to three destinations. The airline currently operates 113 daily nonstop flights from the Mile High City, making Denver the fastest growing city in the Company's history. In May 2010, Southwest will operate 129 daily flights, and by August 2010, Southwest will

operate 144 daily nonstop flights from Denver, making Denver the airline's fifth largest market.

After 38 years of service, Southwest Airlines (NYSE: LUV) 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 is the nation's largest carrier in terms of originating domestic passengers boarded, currently serving 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.

Terms & Conditions

The Rapid Rewards Award is free, but travel is subject to the government-imposed September 11th Security Fee of up to \$10 per roundtrip. Only Members whose primary Rapid Rewards address is in Colorado are eligible for this offer. Offer is non-transferable.

Member must register for this promotion between January 4 and January 31, 2010, to qualify and registration must be completed prior to booking and commencement of travel.

Reservation must be booked between January 4 and January 31, 2010. Travel must be flown between January 4 and February 28, 2010. Rapid Rewards account number must be entered at time of booking. Member will receive 1 (one) promotional roundtrip Award after flying one (1) qualifying Business Select roundtrip to/from Denver, CO. There is no maximum number of free promotional Awards that may be earned by each eligible Member.

For this offer, a qualifying roundtrip is travel originating in and returning to Denver, CO. All flights must be booked in Business Select. Free Award will be deposited into Member's account within four (4) weeks of Member completing qualifying travel. Free Award will expire on December 31, 2010. Award expiration date cannot be extended. Member will continue to earn Rapid Rewards credit on all eligible flights. Drink Coupon Books will not be issued with Promotional Award. Travel on Award or Companion Pass does not qualify for promotion. Promotion cannot be combined with any other offer or promotion. Changes made to the itinerary after purchase may eliminate qualification for this promotion. Travel good on Southwest Airlines published, scheduled service. All Rapid Rewards rules and regulations apply. Seats are limited. Fly By available at participating airports.

www.southwest.com

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