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DING! Southwest Airlines Has an App for That

DALLAS, Jan. 28 /PRNewswire-FirstCall/ -- Your iPhone is perfect—you just wish you could hear that Southwest trademarked **DING!**, right? Well now you can. Southwest Airlines announces its first app for iPhone and iPod touch now available from the App Store.

Customers can book reservations, checkin for flights, check flight status, view flight schedules, and download **DING!** to get exclusive, deeply discounted fares on Southwest flights. And, in true Southwest style, the app is free! To check it out, click here:

www.southwest.com/iphone or visit www.itunes.com/appstore/.

"Southwest is known for convenience and simplicity, and our new app is a great example of that," said Kevin Krone, Southwest Airlines Vice President of Marketing, Sales, and Distribution. "Whether you are managing Rapid Rewards credits or need to checkin for your flight, the Southwest Airlines App now offers Customers the flexibility to do that and more—with plenty of Southwest flair!"

To celebrate the new app, Southwest Airlines is offering special **DING!** fares for Customers today. These fares are only available through the **DING!** feature so Customers have to download the app and register for **DING!** to access them. Click here for details:

www.southwest.com/iphone

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.

www.southwest.com

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