

February 2, 2010



Southwest Airlines Launches 72-Hour Fare Sale To/From Denver

Southwest Offers Fares of \$30, \$60, and \$90 one-way to/from Mile High City

DALLAS, Feb. 2 /PRNewswire-FirstCall/ -- **Southwest Airlines** is offering Customers airfares for the next 72 hours starting as low as \$30 one-way to/from Denver. Take advantage of these super low fares on **southwest.com** and start planning your getaway today! Fares are available in select markets for travel Tuesdays, Wednesdays, and Saturdays when purchased by Feb. 4, 2010, at 11:59 p.m. PST. These fares are only available on **southwest.com** for travel between April 6, 2010, and May 26, 2010. To book these special online fares, visit: <http://travel.southwest.com/specialoffers/offerDetails.html?id=31894854>.

Examples of fares include (see Additional Fare Rules below):

- \$30 one-way between Denver and Salt Lake City
- \$60 one-way between Denver and Las Vegas
- \$90 one-way between Denver and Boston

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. To shop around for fare availability, visit: <http://www.southwest.com/cgi-bin/lowFareFinderEntry>.

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

Southwest Airlines sale fares are available for purchase Feb. 2, 2010, through 11:59 p.m. PST Feb. 4, 2010, and travel must take place beginning April 6, 2010, through May 26, 2010. Fares are available only on **southwest.com**. Fares are available for travel on Tuesdays, Wednesdays, and Saturdays. Fares do not include a federal excise tax of \$3.70 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. 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. 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. Sale 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 unrestricted "Anytime" fare. Fares are subject to change until ticketed. Offer applies to published, scheduled service only.

www.southwest.com

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