

February 9, 2010



# Southwest Airlines Launches 72-Hour Fare Sale in Select Markets

## Travel Near With Your Dear for \$39 One-way

DALLAS, Feb. 9 /PRNewswire-FirstCall/ -- **Southwest Airlines** is offering Customers air fares for the next 72 hours starting as low as \$39 one-way on select routes under 500 miles. These fares are available through 11:59 pm PST Feb. 11, 2010, for travel beginning March 15, 2010, through May 25, 2010. Fares are available in select markets for travel Mondays through Thursdays and Saturdays. To see the list of markets and prices, and to take advantage of these special fares, visit [www.southwest.com](http://www.southwest.com).

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

- \$39 one-way between Philadelphia and Pittsburgh
- \$39 one-way between Los Angeles and San Francisco
- \$39 one-way between Phoenix and Las Vegas

For travelers with flexible schedules, the Southwest Shortcut, the airline'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. 9, 2010, through 11:59 p.m. PST Feb. 11, 2010, and travel must take place beginning March 15, 2010, through May 25, 2010. Fares are available only on **southwest.com** and **swabiz.com**. Fares are available for travel on Mondays through Thursdays 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. Travel not available to/from Fort Myers, Fla.; Washington (Dulles), D.C.; Panama City Beach, Fla.; and Buffalo, New York. 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](http://www.southwest.com)

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