

June 22, 2010



# Southwest Airlines Celebrates 39 Years of Service With \$39 One-Way Fares

## For 72-Hours Only, Airline Marks Its Birthday with Fares As Low As \$39 One-Way

DALLAS, June 22 /PRNewswire-FirstCall/ -- Thirty-nine years ago, Southwest Airlines was founded and gave people the Freedom to Fly! Today, Southwest is giving our Customers the gift of low fares! In honor of the airline's 39th birthday, Customers can purchase one-way tickets for \$39, \$79, or \$119 to select destinations based on length of travel. For travel up to 450 miles, fares are \$39 one-way. For travel between 451 and 1000 miles, fares are \$79 one-way. For travel more than 1001 miles, fares are \$119 one-way. These fares are available through 11:59 p.m. PDT June 24, 2010, for travel beginning Sept. 8, 2010, through Nov. 17, 2010. To see the list of markets, prices, and to take advantage of these special fares, visit [www.southwest.com](http://www.southwest.com).

"For 39 years, Southwest Airlines has provided Customers with low fares, and we want to continue that tradition by giving even lower fares to Customers," said Kevin Krone, Southwest Airlines Vice President of Marketing, Sales, and Distribution. "We couldn't think of a better way to celebrate than rewarding our Customers who've kept Southwest flying all these years!"

Examples of these low fares include (see Fare Rules below):

- \$39 one-way between Baltimore/Washington and New York LaGuardia
- \$79 one-way between Chicago Midway and Houston Hobby
- \$119 one-way between Los Angeles and Philadelphia

After 39 years of service, Southwest Airlines, the nation's leading low-fare carrier, continues to differentiate itself from other airlines—offering a reliable product with exemplary Customer Service. The first two checked bags fly for free (size and weight limits apply), there are no fees for a window or aisle seat, and, as always, snacks, sodas, and smiles are all complimentary! Southwest offers all premium leather seats and plenty of legroom with a young all-Boeing 737 fleet. Southwest Airlines (NYSE: LUV) currently serves 69 cities in 35 states. Based in Dallas, Southwest currently operates more than 3,300 flights a day and has more than 35,000 Employees systemwide.

### **FARE RULES**

Fares are available on [www.southwest.com](http://www.southwest.com) or [www.swabiz.com](http://www.swabiz.com). Southwest Airlines sale fares are available from June 22, 2010, through 11:59 pm PDT June 24, 2010. Travel must take place between Sept. 8, 2010, and Nov. 17, 2010. Travel valid every day except Fridays and Sundays. Sale fares slightly higher on other days of the week. Fares do not include a federal segment tax of \$3.60 per takeoff and landing. Fares do not include airport-assessed

passenger facility charges (PFC) of up to \$9.00 and U.S. government-imposed September 11th Security Fee of up to \$5.00 one-way. Seats are limited and may not be available on all flights or to all destinations. Fares are available for one-way travel. Fares are nonrefundable but may be applied toward the purchase of future travel on Southwest Airlines. When rebooking a previously purchased Wanna Get Away fare, any fare difference will remain nonrefundable and the remaining funds will be held for future use. Fares are not available through the Group Desk. Any change in the itinerary may result in an increase in fare. Reservations made through southwestvacations.com are not eligible for this promotion. Standby travel requires an upgrade to the Anytime Fare. Fares are subject to change until ticketed. Fares are valid on published, scheduled service only.

**[www.southwest.com](http://www.southwest.com)**

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