

July 20, 2010



Southwest Airlines Offers Nationwide Fare Sale for Fall Travel

Airfares Starting as Low as \$49 One-Way

DALLAS, July 20 /PRNewswire-FirstCall/ -- Fall is on the way and travelers are itchin' to plan exciting getaways! Southwest Airlines (NYSE: LUV) is here to help by offering Customers nationwide airfares starting as low as \$49 one-way to select destinations. Take advantage of these super low fares on **southwest.com** and start planning your fall and winter vacation today! Fares are available for travel Tuesdays and Wednesdays between Sept. 7 and Dec. 14, 2010, excluding Nov. 24, 2010. Fares must be purchased by Aug. 5, 2010. These fares are available only on **southwest.com**. To get these special online fares, click here. Examples of fares include (see Additional Fare Rules below):

- \$49 one-way between Philadelphia and the Boston Area
- \$89 one-way between Denver and Minneapolis
- \$99 one-way between Nashville and Raleigh Durham
- \$129 one-way between Phoenix and Seattle

After 39 years of service, Southwest Airlines continues to differentiate itself from other low fare carriers—offering a reliable product with exemplary Customer Service. Southwest Airlines is the nation's largest carrier in terms of originating domestic passengers boarded; now serving 69 cities in 35 states.

Southwest also is one of the most honored airlines in the world known for its commitment to the triple bottom line of Performance, People, and Planet. To read more about how Southwest is doing its part to be a good citizen, visit **southwest.com/cares** to read the Southwest One Report™. Based in Dallas, Southwest currently operates more than 3,300 flights a day and has nearly 35,000 Employees systemwide.

ADDITIONAL FARE RULES

Fares are available only on www.southwest.com. Southwest Airlines fare sales are available for purchase July 20, 2010, through Aug. 5, 2010, 11:59 p.m. PDT, and travel must take place on Tuesdays and Wednesdays between Sept. 7, 2010, and Dec. 14, 2010. Sale excludes travel on Nov. 24, 2010. Fares do not include a federal segment tax of \$3.70 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. Travel to/from Washington, D.C. (Dulles), not included in the sale. Seats are limited. Fares are available for one-way travel. Fares may be combined with other combinable fares. Fares are not combinable with Senior Fares. When combining fares, all rules and restrictions apply. Fares are nonrefundable but may be applied toward future travel on Southwest Airlines. 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 Anytime

fare. Fares are subject to change until ticketed. Fares are valid on published, scheduled service only.

www.southwest.com

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