

August 15, 2010



Southwest Airlines Offers \$39 One-Way Fares Between Philadelphia/Pittsburgh and Philadelphia/Boston Area

For 72-Hours Only, Airline Celebrates the Addition of New Flights with a One-Way \$39 Fare

DALLAS, Aug. 15 /PRNewswire-FirstCall/ -- Summer continues to sizzle across the northeast and so do Southwest Airlines' (NYSE: LUV) low fares! Today, Customers can purchase one-way tickets for \$39 between Philadelphia and Pittsburgh, and between Philadelphia and Southwest's Boston area airports (Boston Logan, Manchester, NH, or Providence, RI). These fares are available with a seven-day advance purchase now through 11:59 p.m. PDT August 17, 2010, for travel every day except Sundays between Aug. 23, 2010 through Jan. 7, 2011 (blackout dates apply). These fares are available only on www.southwest.com and <http://www.swabiz.com> (see Fare Rules below). To see the latest schedule, and to take advantage of these special fares, visit www.southwest.com.

Southwest is also offering these low fares to celebrate new additions to these popular routes:

- Philadelphia/Pittsburgh – On Sunday, August 15, Southwest is adding two additional daily nonstops between these two cities. Customers can now choose from six nonstops between Philadelphia and Pittsburgh.
- Philadelphia/Boston Area (Boston Logan, Manchester, NH, or Providence, RI) –In late June, Southwest began new nonstop service between Philadelphia and Boston, drastically lowering the fares on this route. On Sunday, August 15, the carrier will add three additional daily nonstops between the two cities—bringing the total to eight. With four daily flights between Providence and Philly, and another four from Manchester, NH; Southwest now flies 16 daily nonstops from the Boston Area to the City of Brotherly Love!

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 learn 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 3,200 flights a day and has nearly 35,000 Employees systemwide.

FARE RULES

Fares are available only on www.southwest.com or www.swabiz.com. A 7-day advance purchase required. Southwest Airlines sale fares are available from August 15 through August 17, 2010, 11:59 pm Pacific Standard Time. Travel must take place August 23, 2010 through January 7, 2011. Blackout Dates Apply: October 8 - October 12, November 23 - November 30, and December 18 - January 3, 2011. Travel valid every day except Sundays. Fares do not include 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 government-imposed September 11th Security Fee of up to \$5.00 one-way. Seats are limited. Fares may vary by destination, 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 and 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 Group Desk. Any change in itinerary may result in an increase in fare. Standby travel requires an upgrade to the Anytime fare. Fares are subject to change until ticketed. Offer applies to published, scheduled service only.

www.southwest.com

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