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Southwest Airlines to Offer International Service to Five Mexico Cities With Launch of Volaris Partnership

Carrier Introduces New International Connect Product

DALLAS, Oct. 28 /PRNewswire-FirstCall/ -- **Southwest Airlines** is excited to launch a new product that allows Customers to book international flights by connecting with Volaris, Mexico's second-largest airline. Starting Nov. 12, Customers can book service from 20 Southwest cities to five Volaris Mexican destinations (Cancun, Guadalajara, Morelia, Toluca/Mexico City, and Zacatecas), for travel starting Dec. 1. The new service will connect through Los Angeles International Airport, Oakland International Airport, and San Jose International Airport and will create up to 85 additional flight itineraries. For a complete list of possible routes, click here: <http://swamedia.com/presskits/connecting-to-mexico-with-volaris>

As Volaris grows, additional Southwest cities will open international destinations, continuing Southwest's commitment to network expansion. To learn more about the carrier's international connect product, check out Southwest's blog at www.blogsouthwest.com.

"In 2008, we announced our intent to offer Customers international service by utilizing a partnership with Volaris. Today, we are proud to introduce our one-of-a-kind connecting product that will foster Southwest's growth by providing Customers the ability to book international destinations to Volaris' expanded network," said Bob Jordan, Executive Vice President of Strategy and Planning for Southwest Airlines. "This is an important day for Southwest and Volaris Employees; we have worked diligently to create a unique product that will uphold our high levels of Customer Service, stimulate additional revenue for both carriers, and offer great new destinations for both airlines' Customers."

The connecting service will provide Southwest and Volaris Customers a convenient transaction and travel experience. Southwest's international connect portal will conduct two separate transactions, one with Southwest's reservations system and one with Volaris' reservations system. The newly developed technology will connect the two transactions and provide Customers with an easy booking experience and one low fare. Customers traveling on an international connection will be required to check in with each carrier, but luggage will be transferred by the airlines and delivered to the final destination. Southwest Customers can book travel and learn more about Volaris' service, policies, and procedures at www.southwest.com/Mexico.

"We are proud of the great work both airlines have completed in the past two years. This partnership will strengthen our growth strategy and will solidify our service in the United States," said Enrique Beltranena, CEO of Volaris. "The objective of this partnership is to provide a convenient and affordable itinerary for our Customers, while offering a higher level of service on both sides of the border."

Southwest has created an international desk staffed with bilingual Customer Service Agents to support this effort. Customers can call 1-888-329-8776 for assistance with their travel. If calling internationally, Customers can use 011-888-829-8776.

About Volaris

Volaris is a Mexican high-efficiency airline aimed at offering customers a unique travel experience—starting with the easy ticket purchasing process right through the On-Time Guarantee on all flights. With 21 Airbus A320 family aircraft, Volaris has the youngest and most modern fleet in Mexico reaching 24 airports and 35 routes across the country. From the start of operations in March 2006, the airline guarantees travelers comfort and reliability delivered by more than 1,500 employees making up the Volaris family and dedicated to strengthening the airline's commitment to excellent service and single-class treatment in a human way.

About Southwest Airlines

After nearly 40 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 nation's largest carrier in terms of originating domestic passengers boarded, now serving 69 cities in 35 states. Beginning March 13, 2011, the airline will initiate service in Charleston and Greenville/Spartanburg, South Carolina. 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 Airlines One Report™. Based in Dallas, Southwest currently operates more than 3,200 flights a day and has nearly 35,000 Employees systemwide.

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