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Southwest Airlines Adds Three New Nonstop Destinations From Denver

Carrier Adding New Daily Nonstop Flights to Columbus, Jacksonville, and Pittsburgh

DENVER, Nov. 16, 2010 /PRNewswire-FirstCall/ -- Southwest Airlines (NYSE: LUV) announced today that the carrier will add three new nonstop destinations from Denver with daily, nonstop flights to Columbus, Jacksonville, and Pittsburgh. For sale beginning today, Southwest will add one daily roundtrip flight each between Denver and the new markets, with service beginning on June 5, 2011. To book travel, visit: www.southwest.com. To view a blog post, visit: www.blogsouthwest.com

BEGINNING JUNE 5, 2011 (open for sale today):

- One new daily nonstop roundtrip between Denver and Columbus.
- One new daily nonstop roundtrip between Denver and Jacksonville.
- One new daily nonstop roundtrip between Denver and Pittsburgh.

Southwest Airlines began service to Denver on January 3, 2006, with 13 daily nonstop departures to three destinations. The airline currently operates 141 daily nonstop flights from the Mile High City, making Denver the fastest growing city in the Company's history. By June, Southwest will operate 150 daily nonstop flights from Denver to 45 destinations.

Southwest is actively engaged in the Denver community through sponsorships of the Downtown Denver Partnership, the Denver Nuggets, Red Rocks Amphitheater, Denver's Road Home, the Mile High Pedicab Company, and many more local organizations. Southwest recently opened *The Southwest Porch at Skyline Park* along the 16th Street Mall (at 16th Street and Arapahoe), and the airline is teaming up with the Downtown Denver Partnership to bring an ice rink to Skyline Park, which will open on Nov. 26, 2010. To learn more about Southwest's dedication to Denver, visit: www.southwest.com/denver.

After nearly 40 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 Airlines One Report™. Based in Dallas, Southwest currently operates more than 3,100 flights a day and has nearly 35,000 Employees systemwide.

www.southwest.com

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