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Southwest Airlines Celebrates Dedication to Florida

Airline Commemorates Collective 40 Years of Service in Three of its FL Cities

DALLAS, Jan. 20, 2011 /PRNewswire/ -- Southwest Airlines is celebrating 15 years of service at both Tampa International Airport and Ft. Lauderdale/Hollywood International Airport, and ten years of service at West Palm Beach International Airport. The airline will host events at all three airports to honor both Customers and Employees. The airline will have games, giveaways, and music for Customers in the airport and food, fun, and games for Employees.

Since beginning service to Florida in January 1996, Southwest Airlines has grown from 17 daily nonstop departures in the state to 269 daily nonstop departures. Southwest now carries 20 percent of all air traffic to the state of Florida. Southwest Airlines began service to its seventh Florida city, Panama City Beach, on May 23, 2010.

- Tampa Bay: Southwest started service with 12 daily nonstop departures to five cities. Currently, the airline operates 73 daily nonstop departures to 30 cities. The airline has more than 310 Employees at the airport.
- Ft. Lauderdale/Hollywood: Southwest began service with five daily nonstop departures to Tampa Bay. Currently, the airline operates 51 daily nonstop departures to 21 cities. The airline has more than 170 Employees at the airport.
- West Palm Beach: Southwest has remained committed to the airport since it began service in 2001. Currently, the airline operates 12 daily nonstop departures to five cities. The airline has more than 40 Employees at the airport.

In addition to the festivities at the airport, each city will have a special visit from the airline's Florida themed aircraft, *Florida One*. In April 2010, Southwest Airlines honored the State of Florida with the unveiling of *Florida One*, a Boeing 737 emblazoned with an artist's rendering of the state flag. The aircraft was a symbol of the airline's commitment to the state. To view the making of *Florida One*, please visit: www.youtube.com/user/NutsAboutSouthwest

Finally, it wouldn't be a Southwest celebration without giving back to the community. The airline's Employees in each city will *Share the Spirit* by participating in a community volunteer project with the Boys & Girls Club in West Palm Beach, and the Ronald McDonald Houses in Tampa Bay and Ft. Lauderdale/Hollywood. Southwest Airlines Employees love to give back to the communities where they live and work.

In its 40th year 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, Southwest will initiate service to Charleston and Greenville/Spartanburg, South Carolina, and on March 27, 2011, service will begin to Newark Liberty International Airport. 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

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