

March 24, 2011



Southwest Airlines Rocks Newark

Southwest Airlines Celebrates New Service in Newark

Southwest Airlines is celebrating its new service to Newark with a series of events. Join the Employees of Southwest Airlines for an AMPED UP weekend to remember!

Saturday, March 26, 2011 – The Arrival

WHAT: More than 80 Southwest Airlines Employees will arrive on a Charter flight at Newark to help launch the airline's new service to the rockin' city. The aircraft will be taxied through a Water Arch to welcome the first Southwest flight into Newark Liberty International. As our Employees exit off the plane, they will be greeted by cheering local Employees and airline partners.

WHO: Southwest Airlines Employees arriving from Dallas
Southwest Airlines Leadership greeting the flight
Newark Station Manager Chris Rupprecht and his wife, Southwest Airlines Flight Attendant Katie Rupprecht, both New Jerseyans, will be available for interviews.

WHEN: Saturday, March 26, 2011
3:00 p.m. ET – Media/Guests Arrive
3:15 p.m. ET – Ferry Flight Lands

WHERE: ***Media arrives at the Newark Airport, 10 Toler Pl., Newark, NJ 07114, Southwest Airlines Terminal A Ticket Counter, at 2:45 p.m. to check-in and be ready for the aircraft to land. Contact on-site SWA Spokesperson Brad Hawkins at 214-792-4413 orbrad.hawkinsPR@wnco.com or Chris Mainz at 214-534-7225 orchris.mainz@wnco.com.

VISUALS: Southwest Airlines First Plane Arriving under Water Arch
Southwest Employees Cheering

Sunday, March 27, 2011 - Southwest's First Flights

WHAT: Southwest Airlines will be celebrating the carrier's first flights from the Newark Liberty International Airport. Southwest will serve our LIFT® coffee and breakfast for the first Customers departing for Chicago Midway and St. Louis. We'll also have giveaways, gate games, and other fun items like official first flight certificates for Southwest's Customers.

Media Interview Opportunities with Customers, Crew, and Employees.

Photo Op to capture the first flight board and depart.

WHO: Southwest Airlines Customers and Employees

WHEN: 6:15 a.m. – Festivities Begin

7:00 a.m. – First Flight Departs

***Media arrives at the Southwest Ticket Counter at 6:00 a.m. for escort to the Southwest gate area. Contact on-site SWA Spokesperson Olga Romero at 214-926-0333 orolga.romero@wnco.com or Whitney Eichinger at 214-914-0982 orwhitney.eichinger@wnco.com with any questions.

WHERE: Newark Liberty International Airport

Southwest Airlines Ticket Counter

Terminal A, Gates A 14, A15

Sunday, March 27, 2011 - Share the Spirit Community Event

WHO: Southwest Airlines Employees

WHAT: Southwest Airlines Employees partnering with Jersey Cares to volunteer at the South 17th Street School in Newark, New Jersey. Employees will volunteer in several areas including weeding the garden, planting flowers, assembling environmental kits for children, and painting murals in the hallway. The South 17th Street School serves 500 students, pre-kindergarteners through eighth graders. The school was founded in 1908 and is one of the oldest public elementary schools in Newark.

WHEN: 12:30 p.m. – Media arrives at The South 17th Street School.

***Media should contact on-site SWA Spokesperson Olga Romero at 214-926-0333 orolga.romero@wnco.com or Whitney Eichinger at 214-914-0982 orwhitney.eichinger@wnco.com for details.

Where: The South 17th Street School

619 South 17th Street
Newark, NJ 07103-1159
(973) 374-2570

Monday, March 28, 2011 - Media Event and Business Luncheon

WHO: Gary Kelly, Southwest Airlines President, Chairman, and CEO

Teresa Laraba, Senior Vice President of Customer Services

Kevin Krone, Vice President of Marketing, Sales, and Distribution

Mayor Corey Booker from Newark, New Jersey

Mayor Bollwage from Elizabeth, New Jersey

Bill Baroni, Deputy Executive Director of the Port Authority of New York and New Jersey

WHAT: Southwest Airlines will hold a Leadership luncheon with top corporate Customers to officially launch service to/from Newark Liberty International Airport. We will offer a taste of the North and the South in our menu and a middle school jazz group for entertainment. As a special New Jersey treat, we'll have a Cake Boss cake celebrating Southwest's newest city.

WHEN: 11:00 p.m. Media arrive
11:30 p.m. Media event
12:00 p.m. Luncheon begins

***Media Contact Olga Romero at 214-926-0333 orolga.romero@wnco.com
Whitney Eichinger at 214-914-0982 orwhitney.eichinger@wnco.com for
details.

WHERE: New Jersey Performing Arts Center
Theater Square Grill Restaurant
One Center Street
Newark, NJ 07102

WHY: Southwest Airlines is celebrating the kick-off of EWR service with a weekend-long celebration. EWR is Southwest's 72nd destination systemwide.

Based in Dallas, Southwest operates more than 3,200 daily nonstop departures systemwide and has nearly 35,000 Employees nationwide.

www.southwest.com

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