

March 28, 2011



# Southwest Airlines Rocks New Jersey

## **Carrier Celebrates New Service into Newark Liberty International Airport with Six Daily Nonstop Flights to Chicago Midway and Two Daily Nonstop Flights to St. Louis**

DALLAS, March 28, 2011 /PRNewswire/ -- [Southwest Airlines](#) (NYSE: LUV) today celebrates the airline's new service into the New Jersey/New York area via Newark Liberty International Airport. This new service will provide six daily nonstop flights to Chicago Midway and two daily nonstop flights to St. Louis. Gary Kelly, Southwest Airlines Chairman of the Board, President, and CEO, joined Chris Bollwage, Mayor of the City of Elizabeth, and Bill Baroni, Deputy Executive Director of the Port Authority of New York and New Jersey, in today's news conference at the New Jersey Performing Arts Center.

"We are thrilled about spreading our wings into the greater New York/New Jersey area. With this new service, not only are we adding nonstop flights to Chicago Midway and St. Louis, but also complementing our LaGuardia and Long Island service," Kelly said. "Southwest is here to provide our Customers with our legendary Customer Service, our great value, and our Customer friendly policy of Bags fly Free. We appreciate the leadership of both Governor Chris Christie's administration and the Port Authority of New York and New Jersey for making it possible for Southwest to bring our planes to New Jersey."

"The Port Authority welcomes Southwest to Newark Liberty, where they join a family of airlines that serve the 34 million Newark fliers every year," said Bill Baroni, Deputy Executive Director of the Port Authority of New York and New Jersey. "Now, the people of New Jersey and New York have even more options to get to six new locations. These options for our fliers and the hundreds of jobs Southwest is bringing to New Jersey are a real sign of their commitment to our region."

Southwest Airlines' new service to Newark Liberty International Airport will offer direct or connecting service to more than 45 destinations including: Los Angeles, San Francisco, Las Vegas, Dallas, and San Diego. Beginning June 5, 2011, Southwest will offer more service from Newark with three daily nonstops to Baltimore/Washington, three daily nonstops to Denver, two daily nonstops from Houston Hobby, and two daily nonstops to Phoenix Sky Harbor. To celebrate this new service, Southwest will offer for a limited time fares as low as [\\$69 one way to Baltimore/Washington](#). Examples of fares include (see additional Fare Rules below\*):

- \$69 one-way between Newark and Baltimore/Washington
- \$119 one-way between Newark and Denver
- \$139 one-way between Newark and Houston Hobby
- \$139 one-way between Newark and Phoenix

To download the flight schedule and view all of Southwest's destinations from/to Newark Liberty International Airport (EWR), visit [www.southwest.com](http://www.southwest.com). To learn more about this new

service, please visit our blog at: [/http://www.blogsouthwest.com/blog/big-72](http://www.blogsouthwest.com/blog/big-72)

"Southwest Airlines is now part of the nation's largest transportation super-structures; including an international airport, major rail connections, major highway intersections and the busiest seaport on the east coast," said Mayor Booker. "We are one of the top 10 most populous states in the nation. In addition to our transportation super-structure, Newark is an arts, cultural, sports and entertainment hub. We are excited to have Southwest Airlines join the City of Newark, and with a carrier that will provide our fellow New Jerseyans with a great travel experience. We welcome Southwest Airlines to Brick City and wish them success and growth."

"With increased transportation options combined with legendary customer service, the City of Elizabeth is proud to welcome Southwest Airlines to Newark Liberty International Airport," stated Mayor J. Christian Bollwage. "As they embark on this exciting new initiative to expand services and meet the needs of diverse populations throughout our region, we extend our congratulations and best wishes for continued success."

In addition to today's news conference, Southwest volunteers flew in from the Company's headquarters in Dallas, Texas, over the weekend to help celebrate the new service by volunteering alongside Jersey Cares. The team worked together to complete improvements at the South 17th Street School by weeding gardens, planting flowers, and beautifying the surrounding areas.

In its 40th year 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 72 cities in 37 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](http://southwest.com/cares) to read the Southwest Airlines One Report(TM). Based in Dallas, Southwest currently operates more than 3,400 flights a day and has nearly 35,000 Employees systemwide.

[www.southwest.com](http://www.southwest.com)

#### **\* Fare Rules**

These fares are available for purchase from March 28 through June 5, 2011 at 11:59 p.m. Pacific Daylight Time only at [southwest.com](http://southwest.com) or [swabiz.com](http://swabiz.com). 21 Day advance purchase required. Travel valid from June 5 through September 29, 2011. Blackout Dates Apply: June 28 through July 5 and September 1 through September 6, 2011. Travel valid every day except Fridays and 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 destinations, 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. Fares 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. Any change in itinerary may result in an increase

in fare. Fares are subject to change until ticketed. Offer applies to published, scheduled service only.

**\*Bags policy** - weight and size limits apply.

SOURCE Southwest Airlines