

June 21, 2011



Southwest Airlines Offers \$40 One-Way Fares to Celebrate 40 Years of Service

For 72 Hours, Airline Commemorates 40 Years of LUV with Fares as Low as \$40

DALLAS, June 21, 2011 /PRNewswire/ -- Since 1971, the mission of Southwest Airlines (NYSE: LUV) has been to provide great Customer Service and super low fares. In honor of the airline's 40th Anniversary, Customers can purchase one-way tickets for \$40, \$80, or \$120 to select destinations, based on length of travel. For travel up to 450 miles, fares are \$40 one-way. For travel between 451 and 1,250 miles, fares are \$80 one-way. For travel more than 1,251 miles, fares are \$120 one-way. These fares are available for purchase through 11:59 p.m. PDT June 23, 2011, for travel beginning Aug. 23, 2011, through Nov. 16, 2011. To see the list of available cities, prices, and to take advantage of these special fares, visit www.southwest.com.

"Southwest Airlines is celebrating its 40th Anniversary with its Customers by offering even lower fares," said Kevin Krone, Southwest Airlines Vice President of Marketing, Sales, and Distribution. "We couldn't think of a better way to surprise and delight our Customers than with the offer to travel all over the country on Southwest's incredibly low fares."

Examples of these low fares include (see Fare Rules below):

- \$40 one-way between Philadelphia and the Boston Area
- \$80 one-way between Denver and San Francisco (SF0)
- \$120 one-way between Baltimore/Washington and Los Angeles (LAX)

As a part of the effort to spread low fares farther through the integration of two airlines, AirTran Airways, Southwest's wholly owned subsidiary, launched a parallel fare sale today. AirTran is celebrating Southwest's 40 years of great service with fares as low as \$40 one-way. AirTran's fares along with terms and conditions can be found at www.airtran.com.

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 and has recently acquired AirTran Airways, now a wholly owned subsidiary of Southwest Airlines Co. Southwest serves 72 cities in 37 states and 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(TM). Based in Dallas, Southwest currently operates more than 3,400 flights a day and has more than 35,000 Employees systemwide.

FARE RULES

Fares are available on www.southwest.com or www.swabiz.com. Southwest Airlines sale fares are available for purchase from June 21, 2011, through 11:59 pm PST June 23, 2011. Travel must take place between Aug. 23, 2011, and Nov. 16, 2011. Travel valid every day except Fridays and Sundays. Blackout dates apply: Sept. 1, Sept. 5 and Sept. 6, and Oct. 10, 2011. Fares do not include a federal segment tax of \$3.70 per takeoff and landing. Fares do not include airport-assessed passenger facility charges (PFC) of up to \$9.00 and U.S. government-imposed September 11th Security Fee of up to \$5.00 one-way. Seats are limited and may not be available on all flights or to all destinations. Fares are available for one-way travel. Fares are nonrefundable but may be applied toward the purchase of future travel on Southwest Airlines. When rebooking a previously purchased Wanna Get Away fare, any fare difference will remain nonrefundable and the remaining funds will be held for future use. Fares are not available through the Group Desk. Any change in the itinerary may result in an increase in fare. Reservations made through southwestvacations.com are not eligible for this promotion. Standby travel requires an upgrade to the Anytime Fare. Fares are subject to change until ticketed. Fares are valid on published, scheduled service only. www.southwest.com

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