

July 5, 2011



Nationwide Fare Sale Starting at \$59 One-Way

Air fares Starting as Low as \$59 One-Way to Select Destinations

DALLAS, July 5, 2011 /PRNewswire/ -- Southwest Airlines (NYSE: LUV) announced its newest fare sale today, and it's sure to give Customers even more reasons to book fall and winter travel! The sale offers nationwide air fares starting as low as \$59 one-way to select destinations. Take advantage of these super low fares available only at **southwest.com**! These fares are available today through July 14, 2011, 11:59 pm PDT, and are good for travel Aug. 23, 2011, through Dec. 14, 2011. To see the list of markets, prices, and to take advantage of these special fares, visit www.southwest.com.

Examples of fares include (see Additional Fare Rules below):

- \$59 one-way between Phoenix and Los Angeles
- \$89 one-way between Ft. Lauderdale/Hollywood and Raleigh/Durham
- \$95 one-way between Denver and Las Vegas

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.

ADDITIONAL FARE RULES

Fares are available only on www.southwest.com. Southwest Airlines fare sale is available July 5, 2011, through July 14, 2011, 11:59 pm PDT and travel must take place between Aug. 23, 2011 and December 14, 2011. Travel valid every day except Fridays and Sundays. Blackout dates apply: Sept. 1 through Sept. 5, 2011, and Nov. 17 through Nov. 29, 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. Travel not available to/from Albany, NY; Charleston, SC; Washington (Dulles), D.C.; New York (LaGuardia), NY; Ft. Myers, FL. 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 the Group Desk. Any change in the itinerary may result in an increase in fare. 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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