

July 19, 2011



Southwest Airlines Launches Nationwide Fare Sale

Airline Reduces Fares for Fall Travel as Low as \$59 One-Way

DALLAS, July 19, 2011 /PRNewswire/ -- Southwest Airlines (NYSE: LUV) has lowered the cost of fall travel with its recent fare sale, offering Customers airfares starting as low as \$59 one-way to select destinations nationwide. These super low fares are available for purchase at **southwest.com** today through Aug. 1, 2011, 11:59 pm PDT. The fares are available for travel between Aug. 23, 2011, and 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 Philadelphia and Raleigh-Durham
- \$89 one-way between Los Angeles and Salt Lake City
- \$99 one-way between Albuquerque and Dallas

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 and can be purchased today, through Aug. 1, 2011, 11:59 pm PDT. Travel must take place between Aug. 23, 2011, and Dec. 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 is not available to/from Albany, NY; Charleston, SC; Washington (Dulles), D.C.; New York (LaGuardia), NY; or 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

SOURCE Southwest Airlines