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# Southwest Airlines Announces Fares and Flights to/from Hartsfield-Jackson Atlanta International Airport

- Initial Schedule of Fifteen Daily Departures Begins Feb. 12, 2012
- Fares starting as low as \$79 one-way
- Southwest, AirTran Take First Steps to Blend Frequent Flyer Programs

ATLANTA, Aug. 22, 2011 /PRNewswire/ -- [Southwest Airlines](#) (NYSE: LUV) is launching new service to Atlanta (ATL) on Feb. 12, 2012, bringing greatly reduced fares and new flexibility for both business and leisure Customers. With initial fares for nonstop travel as low as \$79 one-way, the first Southwest flights to and from Georgia will also mark a significant and eagerly anticipated milestone in the carrier's acquisition of AirTran Airways.

Southwest President, Chairman, and CEO Gary Kelly revealed details of Southwest's first Atlanta schedule during a luncheon with the Metro Atlanta Chamber of Commerce.

"We're bringing especially great value to those of you who travel last-minute," Kelly told the audience of business leaders. "Here in Atlanta, our fully refundable, walk-up fares will be, on average, more than 30 percent lower than anything currently in these markets. And we are bringing the flexibility Southwest Customers already enjoy in other cities because we don't charge a \$150 fee simply to change your plans."

From Atlanta, Southwest initially will offer 15 nonstop departures each day to five destinations: Baltimore/Washington (BWI), Chicago Midway (MDW), Denver (DEN), Houston Hobby (HOU), and Austin, Texas (AUS)—a route not previously served by AirTran Airways.

## **NEW ATLANTA SERVICE BEGINNING FEB. 12, 2012 (open today for purchase on southwest.com):**

- \$99 each way between Atlanta and Austin - two daily roundtrips
- \$79 each way between Atlanta and Baltimore/Washington- four daily roundtrips
- \$99 each way between Atlanta and Denver - two daily roundtrips
- \$99 each way between Atlanta and Houston Hobby - three daily roundtrips
- \$79 each way between Atlanta and Chicago Midway - four daily roundtrips

"We've said all along that this deal to bring AirTran's People, planes and places into the Southwest family is about offering more—more destinations and spreading more low fares farther, through the strength of our network."

The nonstop flights make possible additional direct or connecting service between Atlanta and 48 destinations on Southwest Airlines.

The inaugural schedule also brings, for the first time, one-stop/no change-of-plane service between Atlanta and Dallas' Love Field on Southwest Airlines.

In a first step toward blending frequent flyer programs, Kelly announced top-tier members of both carriers' frequent flyer loyalty programs— A-List Members of Southwest's All New Rapid Rewards and elite A+ Members of AirTran's A+ Rewards—will enjoy some, limited reciprocal benefits when flying on either carrier beginning today.

A-List benefits include extra Rapid Reward points, Priority Boarding, access to priority security lanes, and more. On the flip side, Southwest A-List and A-List Preferred Members booking on AirTran will get Free Business Class upgrades, no baggage fees, and all other benefits that AirTran's elite Members enjoy.

Visit [southwest.com/travelexperience](http://southwest.com/travelexperience) to learn more about Southwest's legendary Customer Service with No Hidden Fees. Southwest doesn't charge a fee to check a first or second bag; there's no charge for onboard sodas or snacks; there's never a fee to speak with one of our Agents on the phone; and Southwest does not charge a fee to change a reservation.

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 acquired AirTran Airways, now a wholly owned subsidiary of Southwest Airlines Co. With the addition of Atlanta, Southwest will serve 73 cities in 38 states and remains 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 more than 35,000 Employees.

### **Introductory Fare Rules**

Southwest Airlines sale fares are available for purchase Aug. 22, 2011, through Sep. 5, 2011, 11:59 p.m. PDT, and travel must take place between Feb. 12, 2012, and March 9, 2012. Fares are available only on [southwest.com](http://southwest.com) or [swabiz.com](http://swabiz.com). Fares do not include a federal excise 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. Fares may vary by destination, 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 the purchase of 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.

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

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