

September 5, 2011



Southwest Airlines Expands Atlanta Service With Two New Nonstop Destinations

Carrier Will Add Las Vegas and Phoenix to Nonstop Destinations Out of Atlanta, Starting March 10, 2012

DALLAS, Sept. 5, 2011 /PRNewswire/ -- Southwest Airlines (NYSE: LUV) announced today that the carrier is expanding its service plan for Hartsfield-Jackson Atlanta International Airport next year with two additional nonstop destinations, Las Vegas and Phoenix. For sale today, the carrier will add daily, roundtrip flights between Atlanta and Las Vegas and Atlanta and Phoenix for travel beginning March 10, 2012.

On Aug. 22, 2011, Southwest announced it would begin service to the Atlanta market on Feb. 12, 2012, with 15 daily nonstop flights to five destinations: Baltimore/Washington, Chicago Midway, Denver, Houston Hobby, and Austin, Texas. The two new destinations open up the country even more for Atlanta travelers—taking Customers farther west.

"An expansion like this quickly solidifies our commitment to the Atlanta market before we've actually started service there," said Bob Jordan, Southwest Airlines Executive Vice President of Strategy and Planning and AirTran Airways President. "We are proud to showcase our robust route map connecting the Atlanta market to more than 50 Southwest cities."

To celebrate the exciting expansion of service, Southwest is offering fares as low as \$109 one-way between Atlanta and both Phoenix and Las Vegas for travel every day except Fridays, Saturdays, and Sundays March 10, 2012, through April 7, 2012 (see fare rules below). Customers must book travel by Oct. 1, 2011, in order to take advantage of these super low fares. To book travel, visit: www.southwest.com.

BEGINNING MARCH 10, 2012 (open for sale today):

- One **new** daily nonstop roundtrip between Atlanta and Phoenix.
- One **new** daily nonstop roundtrip between Atlanta and Las Vegas.

In addition, today's schedule opening allows Customers to make plans and book flights for eagerly anticipated Spring Break travel. To view a blog post on the ATL service and the schedule opening, visit: www.blogsouthwest.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 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 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 Sept. 5, 2011, through Oct. 1, 2011, 11:59 p.m. PST, and travel must take place between March 10, 2012, and April 7, 2012. Travel valid every day except Fridays, Saturdays, and Sundays. Fares are available only on southwest.com or 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.

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