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Southwest Airlines Launches Nationwide Fare Sale

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

DALLAS, Sept. 6, 2011 /PRNewswire/ -- Wanna get out of the office and go somewhere FUN and relaxing? It's time to plan a fall getaway because Southwest Airlines (NYSE: LUV) has lowered its fares! The airline announced today a fall sale, offering Customers air fares starting as low as \$59 one-way to select destinations nationwide (see fare rules below). These super low fares are available for purchase only at southwest.com today through Sept. 8, 2011, 11:59 pm PST. The 10-day advance purchase fares are available for travel Tuesdays, Wednesdays, and Saturdays between Sept. 16, 2011, and Dec. 14, 2011 (blackout dates apply). 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 New Orleans and Tampa Bay
- \$89 one-way between Baltimore/Washington and Ft. Lauderdale
- \$99 one-way between Spokane and Las Vegas

AirTran Airways, a wholly owned subsidiary of Southwest, also lowered its fares with a sale starting today! Please visit www.airtran.com to see list a list of markets and fares.

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. The airline announced it will begin service to Atlanta on Feb. 12, 2012, with 15 daily departures to five nonstop destinations. Southwest currently 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 Sept. 8, 2011, 11:59 pm PST, with a 10-day advance purchase required. Travel must take place between Sept. 16, 2011, and Dec. 14, 2011. Travel valid on Tuesdays, Wednesdays, and Saturdays. Slightly higher sale fares are available for travel on other days of the week.

Blackout dates apply for Nov. 17, 2011, through Nov. 28, 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 Washington (Dulles), D.C. 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, except 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.

www.southwest.com

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