

September 30, 2011



Southwest Celebrates 15 years of Service in Providence With Month of Fun

Airline Sponsors HarborFest and Hosts Online Sweepstakes

DALLAS, Sept. 30, 2011 /PRNewswire/ -- Southwest Airlines (NYSE: LUV) is proud to celebrate 15 years of service at T.F. Green Airport in Providence and will be celebrating the Anniversary throughout the month of October with a host of activities. The celebration kicks off this weekend as Southwest is an official sponsor of the annual HarborFest, which takes place on Oct. 1-2, 2011. Attendees of HarborFest are invited to stop by the Southwest Lounge, where they can relax and enjoy some Southwest hospitality while watching their favorite team on one of the four high-definition televisions.

Additionally, throughout the entire month of October, Southwest is offering the "It's the Right Call" sweepstakes to help commemorate the airline's 15th anniversary. Customers have the chance to win a free, two-night Orlando vacation, complete with airfare and hotel accommodations. To register to win, visit: www.southwest.com/pvd15. The sweepstakes will run through Oct. 31, 2011.

"Southwest has been proud to call Providence home for the past 15 years, and the community has truly embraced us," said Southwest's Providence Station Manager David Irving. "We'd like to thank our loyal Customers for making the right call and flying Southwest for the past 15 years by celebrating with them all month long, and we look forward to another successful 15 years and more to come."

To culminate the Anniversary month, Southwest will host a celebration at T.F. Green Airport to thank New England travelers for 15 years of making the right call and flying Southwest Airlines. Southwest began service to Providence, Rhode Island on Oct. 27, 1996. Today, the airline operates 23 daily roundtrip flights to eight cities from Providence.

About Southwest Airlines

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. 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.

Terms and Conditions:

NO PURCHASE OR OBLIGATION NECESSARY to enter or win this sweepstakes. Void where prohibited and void for Florida and New York residents. Sweepstakes begins on Sept.

30, 2011 and ends at 11:59 p.m. CT Oct. 31, 2011. To enter without purchase or obligation, complete entry form on www.southwest.com/pvd15. Incomplete entries are not eligible. Entries must be received by 11:59 p.m. CT, Oct. 31, 2011. All entries become property of Southwest Airlines Co., and will not be acknowledged or returned. Entries limited to one (1) per person per contest. Use of automated devices is not valid for entry.

SOURCE Southwest Airlines