

September 17, 2012



# Southwest Airlines Launches swafreedomshop.com With A Big Sale!

**Customers Can Use 'SWAPR10' Code to get 10% off of Southwest Gear!**

DALLAS, Sept. 17, 2012 /PRNewswire/ -- Southwest Airlines (NYSE: LUV) is proud to introduce the new [swafreedomshop.com](http://swafreedomshop.com), a website where consumers can purchase Southwest-branded merchandise, gear, and collectibles. Shoppers can save 10% by entering "SWAPR10" at checkout, valid Monday, Sept. 17, through Friday, Sept. 21, 11:59 p.m. PT. Where did we find those FUN and friendly faces modeling attire on the website? They are [Southwest Airlines Employees](#), of course! Employees were selected to model all [swafreedomshop.com](http://swafreedomshop.com) merchandise. Our "runway" models are the Spirit of Southwest Airlines, which is why they were the perfect fit for [swafreedomshop.com](http://swafreedomshop.com).

The improved [Freedom](#) Shop website features an array of different items, including [a checkpoint-friendly briefcase](#), [a cookie jar](#), and more! Shoppers can establish an account and fill their carts on the fly, and come back later to purchase when ready.

Other examples of merchandise include:

- [A classic ceramic plane bank](#)
- [A vintage Southwest logo t-shirt](#)
- [A Southwest Airlines Boeing 737-700 Model](#)
- [A Southwest Airlines Pet Carrier](#)

Please [click here](#) for a list of Frequently Asked Questions related to [swafreedomshop.com](http://swafreedomshop.com).

## ABOUT SOUTHWEST AIRLINES CO.

In its 42<sup>nd</sup> year of service, Dallas-based Southwest Airlines (NYSE: LUV) continues to differentiate itself from other low-fare carriers by providing a *reliable product with exemplary Customer Service*. Including wholly owned subsidiary AirTran Airways, the Company now serves 97 destinations in 41 states, the District of Columbia, the Commonwealth of Puerto Rico, six near-international countries, and employs more than 46,000 People.

Visit [southwest.com/citizenship](http://southwest.com/citizenship) to read the Southwest Airlines One Report™ and see how Southwest is doing its part to be a good citizen while underscoring a commitment to the triple bottom line of Performance, People, and Planet.

## Southwest Airlines

Southwest Airlines, one of the most honored airlines in the world, is the nation's largest carrier in terms of originating domestic passengers boarded. Southwest currently operates more than 3,200 flights a day and serves the communities around 76 airports in Southwest's network of domestic destinations. To book a flight, visit [southwest.com](http://southwest.com).

## AirTran Airways

AirTran Airways, a wholly owned subsidiary of Southwest Airlines Co., has been ranked the top airline in the Airline Quality Rating study three times in the past five years. AirTran offers coast-to-coast and near-international service with nearly 700 flights a day on North America's newest all-Boeing fleet. The airline's low-cost, high-quality product also includes assigned seating and Business Class. To book a flight, visit [airtran.com](http://airtran.com).

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