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LUV Lands In Iowa! Southwest Airlines Launches Service At Des Moines International Airport

Southwest Adds 77th City to Route Map, Offering Iowa Customers Low Fares and More Destinations

DALLAS, Sept. 29, 2012 /PRNewswire/ -- [Southwest Airlines](#) (NYSE: LUV) is excited to announce that LUV has officially landed in Iowa with service at Des Moines International Airport (DSM). Dozens of Southwest Employees are on hand to celebrate the long-anticipated arrival with the Des Moines Community and great State of Iowa.

Southwest attributes its entrance into the market, officially beginning tomorrow, Sept. 30, to the roots planted by its wholly-owned subsidiary AirTran Airways. Today, AirTran serves two daily departures to Milwaukee's General Mitchell International Airport. Tomorrow, Southwest will take over service with two daily departures to Chicago's Midway International Airport, connecting Iowa Customers to the airline's largest operation in the country, with additional connecting service to more than 75 destinations.

"Our arrival in Des Moines represents one of the true benefits of our integration with AirTran Airways, allowing us to continue to bring low fares and legendary Customer Service to the People of Des Moines," said Southwest Airlines Executive Vice President, Ron Ricks. "We're thrilled to provide Iowa Customers access to our broad network of destinations; and just as importantly, giving better access to Iowa for our existing Customers across America. This growth is exciting for Southwest Airlines."

With the introduction of Southwest's larger Boeing 737 aircraft to the market, passenger seat availability will increase nearly 200 percent, up dramatically from 100 seats per day to Southwest's availability of 274 seats per day, seven days a week. Southwest's vast network will provide Iowans with more availability and better options.

"There is great excitement for the arrival of Southwest in Des Moines and the State of Iowa. Our passengers have sought this service for many years, and now it is a reality," said Don Smithey, Aviation Director of the Des Moines International Airport. "They are in store for great service, to a great city, and to a great state."

Southwest celebrated its inaugural Des Moines service today with a press conference and welcome reception at the Signature Flight Support Hangar. More than 200 Des Moines Community Members and surrounding residents joined Iowa Governor Terry Branstad to welcome the airline and its local Employees.

ABOUT SOUTHWEST AIRLINES CO.

In its 42nd 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 employs more than 46,000 People and serves 97 destinations in 41 states, the District of Columbia, the Commonwealth of Puerto Rico, six near-international countries.

Visit 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. With the addition of Des Moines (DSM), Southwest will operate more than 3,200 flights a day and serve the communities around 77 airports in Southwest's network of domestic destinations. To book a flight, visit 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 600 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

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