

September 23, 2013



Those Little DooHickeys Save Southwest Airlines 54 Million Gallons Of Fuel Annually - Savings That Benefit Customers

Carrier Attributes Low Fares to Fuel Savings - Fares Starting as Low as \$69 One-Way to Select Nonstop Destinations Nationwide

DALLAS, Sept. 23, 2013 /PRNewswire/ -- [Southwest Airlines](#) (NYSE: LUV) currently saves roughly 54 million gallons of fuel each year, thanks to those little DooHickeys you see at the end of the wing on the Boeing 737 aircraft, which also have the added bonus of reducing emissions. These little DooHickeys are formally called Winglets, and are featured in ads as one more way the carrier is working hard to keep fares low. Southwest Airlines believes low fares should never mean low service.

Today, the carrier attributes nationwide low fares to the fuel savings incurred by those little DooHickeys. Customers can take advantage of these fares as low as \$69 one-way through Monday, September 30, 2013, 11:59 p.m. for the respective time zone of the originating city. A 14-day advance purchase is required. Fares are available for travel every day except Fridays and Sundays through Feb. 12, 2014 (blackout dates apply; check fare rules for restrictions). Now you can find more options, including AirTran sale fares on [www.southwest.com](#). To see the list of available cities, prices, and to take advantage of these special fares, visit [www.southwest.com](#).

Examples of Southwest Airlines' low fares include (see Fare Rules below):

- \$69 one-way nonstop between Phoenix and Burbank
- \$69 one-way nonstop between Boston Logan and Baltimore/Washington
- \$69 one-way nonstop between Los Angeles and Oakland
- \$69 one-way nonstop between Chicago Midway and Minneapolis
- \$69 one-way nonstop between Rochester and Baltimore/Washington
- \$89 one-way nonstop between Las Vegas and Salt Lake City
- \$89 one-way nonstop between Nashville and New Orleans
- \$89 one-way nonstop between Chicago Midway and Memphis
- \$99 one-way nonstop between Atlanta and Ft. Lauderdale
- \$99 one-way nonstop between Austin and Denver
- \$99 one-way nonstop between Newark and New Orleans
- \$99 one-way nonstop between New York's LaGuardia and Milwaukee

ABOUT SOUTHWEST AIRLINES CO.

In its 43rd year of service, Dallas-based Southwest Airlines (NYSE: LUV) continues to differentiate itself from other carriers with exemplary Customer Service delivered by more than 45,000 Employees to more than 100 million Customers annually. Southwest is the

nation's largest carrier in terms of originating domestic passengers boarded, and including wholly-owned subsidiary, AirTran Airways, operates the largest fleet of Boeing aircraft in the world to serve 97 destinations in 41 states, the District of Columbia, the Commonwealth of Puerto Rico, and six near-international countries. Southwest is one of the most honored airlines in the world, known for its triple bottom line approach that takes into account the carrier's performance and productivity, the importance of its People and the communities it serves, and its commitment to efficiency and the planet. The 2012 Southwest Airlines One Report™ can be found at southwest.com/citizenship.

Southwest Airlines

From its first flights on June 18, 1971, Southwest Airlines launched an era of unprecedented affordability in air travel quantified by the U.S. Department of Transportation as "The Southwest Effect," a lowering of fares and increase in passenger traffic wherever the carrier serves. On every flight, Southwest offers Customers the first two pieces of checked luggage (weight and size limitations apply) and all ticket changes without additional fees. Southwest's all Boeing fleet consistently offers leather seating and the comfort of full-size cabins, many of which are equipped with satellite-based WiFi connectivity and a new, sustainable cabin interior. With 40 consecutive years of profitability, the People of Southwest operate more than 3,200 flights a day and serve communities around 86 airports in Southwest's network of domestic destinations. Southwest Airlines' frequent flights and low fares are available only at southwest.com.

AirTran Airways

AirTran Airways, a wholly-owned subsidiary of Southwest Airlines Co., offers coast-to-coast and near-international service with nearly 500 flights a day to 47 destinations. The carrier's high-quality product includes assigned seating and Business Class. As Southwest continues to integrate AirTran's People, places, and planes into Southwest Airlines, Customers of both carriers may book flights at airtran.com and exchange earned loyalty points between both AirTran's A+ Rewards® and Southwest's Rapid Rewards® for reward travel on either airline.

SOUTHWEST AIRLINES FARE RULES

14-day advance purchase required. Fares are available only on southwest.com or swabiz.com and can be purchased through Sept. 30, 2013, 11:59 pm for the respective time zone of the originating city. Travel must take place by Feb. 12, 2014. Travel is valid every day except Fridays and Sundays. Blackout dates apply for Nov. 26 through Dec. 3, and Dec. 19 through Jan. 5, 2014. Some flights are operated by AirTran Airways. Displayed fares include all government taxes and fees. Service to Memphis, Richmond, and Pensacola begins on Nov. 3, 2013. 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. If combining with other fares, the most restrictive fare rules apply. When combining fares, all rules and restrictions apply. Fares are nonrefundable but may be applied toward the purchase of future travel on Southwest Airlines as long as itineraries containing DING! or Wanna Get Away fare segments are cancelled at least ten minutes prior to scheduled departure. 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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