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Southwest Airlines To Cease Operations In Three Cities

Branson, Key West, and Jackson Leave the Network on June 7, 2014

DALLAS, Dec. 5, 2013 /PRNewswire/ -- Southwest Airlines announced today its decision to close three cities in the airline's network. On June 7, 2014, Southwest will cease operations at Branson Airport (BKG), Key West International Airport (EYW), and Jackson-Evers International Airport (JAN). Southwest began service to Jackson-Evers International in 1997. The airline added Branson Airport and Key West International Airport to its route map in 2012 as part of its integration with AirTran, a wholly-owned subsidiary.

"Unfortunately, the level of local demand no longer allows Southwest to profitably serve these markets," said Bob Jordan, Southwest's Executive Vice President and Chief Commercial Officer. "Southwest takes pride in becoming not only a great choice for air travel in the cities we serve, but we also become a member of the community. These decisions are never easy."

The Company's priority is to take excellent care of its dedicated Employees, Partners, and Customers in these markets. Southwest Employees at these locations have performed superbly and will have the opportunity to move elsewhere within the airline, after operations cease next year.

Over the next six months, Southwest will operate its full schedule at each of these cities, and there will be no disruption to reservations for travel through June 6, 2014. For exact service details for each city, visit <http://www.swamedia.com/channels/About-SWA/releases>.

ABOUT SOUTHWEST AIRLINES CO.

In its 42nd year of service, Dallas-based Southwest Airlines (*NYSE: LUV*) continues to differentiate itself from other carriers with exemplary Customer Service delivered by nearly 46,000 Employees to more than 100 million Customers annually. Southwest is the nation's largest carrier in terms of originating passengers boarded, and including wholly-owned subsidiary, AirTran Airways, operates the largest fleet of Boeing aircraft in the world to serve 96 destinations in 41 states, the District of Columbia, the Commonwealth of Puerto Rico, and five near-international countries. Southwest 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 about how Southwest is doing its part to be a good corporate citizen, visit southwest.com/citizenship to read the Southwest Airlines One Report™.

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