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# Southwest Airlines Introduces Mobile Boarding Passes For Customers At All Domestic Airports!

DALLAS, May 28, 2014 /PRNewswire/ -- [Southwest Airlines](#) (NYSE: LUV) today announced mobile boarding passes are now available for Customers traveling throughout the United States. Today's announcement marks the completion of the domestic rollout of the technology that will make getting through the airport quicker and greener. With the airline's mobile boarding passes, Customers can use their smartphones or other electronic devices to get through security checkpoints and to board their aircraft.

The airline has worked tirelessly to enhance the Customer experience and to bring the technology to all airports it serves in the United States. Testing began in the fall of 2013 in Austin, followed by successful pilot programs in Houston and Dallas.

"Mobile boarding passes are a great tool to help our Customers quickly get through the airport and on their flights," said Kevin Krone, Southwest Airlines Chief Marketing Officer. "This was a high priority for Southwest, and it's just one of the many ways we are improving the overall Customer Experience."

This announcement comes on the heels of an update last week to their iOS and Android apps adding information about upcoming trips to the homepage. Customers can now quickly view the information that matters most while traveling, like flight status, boarding position, and gate information. Travel information will update in the app beginning 24 hours prior to a flight allowing Customers to check in and access their mobile boarding pass from the homepage.

To download the app or learn how to use mobile boarding passes, visit [southwest.com/mobile](http://southwest.com/mobile).

## 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. Based on the most recent data available from the U.S. Department of Transportation, Southwest is the nation's largest carrier in terms of originating domestic passengers boarded. The airline also 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 via wholly owned subsidiary, AirTran Airways. 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 2013 Southwest Airlines One Report™ can be found at [southwest.com/citizenship](http://southwest.com/citizenship).

From its first flights on June 18, 1971, Southwest Airlines launched an era of unprecedented affordability in air travel described by the U.S. Department of Transportation as "The Southwest Effect," a lowering of fares and increase in passenger traffic wherever the carrier serves. With Southwest Airlines, Bags Fly Free® (first and second checked pieces of luggage, size and weight limits apply), and there are no change fees when you need to change your flight. Southwest's fleet offers leather seating and the comfort of full-size cabins, a majority of which are equipped with satellite-based WiFi connectivity over the United States, which enables live and video-on-demand TV currently FREE compliments of DISH, and a new, sustainable cabin interior. Southwest acquired AirTran Airways in May 2011 and by the end of 2014 intends to complete the full integration of the AirTran network into Southwest. With 41 consecutive years of profitability, the People of Southwest and AirTran operate more than 3,600 flights a day. Southwest Airlines' frequent flights and low fares are available online at [southwest.com](http://southwest.com) or by phone at 800-I-FLY-SWA.

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