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Southwest Airlines Gets Into The Big Game Spirit With More Flights

Airline introduces more flights to get football fans to Phoenix from Seattle & New England

DALLAS, Jan. 19, 2015 /PRNewswire/ -- [Southwest Airlines](http://SouthwestAirlines.com)® (NYSE: LUV) is getting into the football spirit by adding more nonstop flights and connections between Seattle and Phoenix Sky Harbor International Airport and Boston and Manchester and Phoenix Sky Harbor International Airport for one of the biggest sports-filled weekends of the year. The additional flights will only be offered between January 29 and February 2 to handle the anticipated increase in travelers.

"These extra flights give us more opportunities to connect our Customers to sporting events that are important in their lives," said Andy Allmann, Southwest Airlines' Director of Customer Engagement. "We're bringing in more sports fans than ever before in Phoenix when everything from basketball, a golf tournament, and the biggest football game of the year is taking place."

If you're flying Southwest while the big game is taking place, you're in luck! The carrier will keep you connected to the action on the gridiron with free live TV compliments of the carrier's valued Partners while on WiFi-enabled aircraft.

To find flights, low fares and more information about our onboard products, visit Southwest.com.

ABOUT SOUTHWEST AIRLINES CO.

In its 44th year of service, Dallas-based Southwest Airlines (NYSE: LUV) continues to differentiate itself from other air carriers with exemplary Customer Service delivered by nearly 46,000 Employees to more than 100 million Customers annually. Southwest operates more than 3,400 flights a day, serving 93 destinations across the United States and five additional countries. Subject to government approvals, Southwest service to San Jose, Costa Rica, begins in March 2015; service to Puerto Vallarta, Mexico, begins in June 2015; and service to Belize City begins in October 2015.

Based on the U.S. Department of Transportation's most recent data, Southwest Airlines is the nation's largest carrier in terms of originating domestic passengers boarded. The Company operates the largest fleet of Boeing aircraft in the world, the majority of which are equipped with satellite-based WiFi providing gate-to-gate connectivity while over the United States. That connectivity enables Customers to use their personal devices to access streaming music provided by Beats Music or to view video on-demand movies and television shows, as well as nearly 20 channels of free, live TV compliments of our valued Partners. Southwest is the only major U.S. airline to offer Bags Fly Free® (first and second checked pieces of luggage, size and weight limits apply), and there are never change fees, although fare differences might apply. In 2014, the airline proudly unveiled a bold new look: *Heart*.

The new aircraft livery, airport experience, and logo, showcase the dedication of Southwest Employees to connect Customers with what's important in their lives.

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 41 consecutive years of profitability, Southwest is one of the most honored airlines in the world, known for a triple bottom line approach that contributes to the carrier's performance and productivity, the importance of its People and the communities they serve, and an overall commitment to efficiency and the planet. The 2013 Southwest Airlines One Report™ can be found at Southwest.com/citizenship.

Book Southwest Airlines' low fares online at Southwest.com or by phone at 800-I-FLY-SWA.

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