

April 8, 2015



Southwest Airlines Launches New Daily Nonstop Service Between Dallas Love Field And Nine Additional Cities Across The United States

Carrier initiates next wave of nonstop service enhancements toward a schedule of 180 daily departures to 50 Cities by August 2015

DALLAS, April 8, 2015 /PRNewswire/ -- [Southwest Airlines](#)® (NYSE: LUV) today began operating more time-saving daily itineraries between Dallas Love Field and nine additional cities around the United States (Columbus, Ohio; Indianapolis, Ind.; Memphis, Tenn.; Milwaukee, Wis.; Panama City Beach, Fla.; Portland, Ore.; Sacramento, Calif.; San Jose, Calif.; and Seattle, Wash.) and will launch Saturday-only flights between Dallas and Charleston, S.C., on Apr. 11, 2015.

"These flights continue a major expansion of our offerings from Love Field," said Bob Jordan, Southwest Airlines' Executive Vice President and Chief Commercial Officer. "By the end of the summer, we'll be operating service to 50 destinations nonstop in nearly every region of the country from Dallas."

In addition, Southwest began additional flights between Dallas and Ft. Lauderdale/Hollywood, Oakland (San Francisco Bay Area), and Santa Ana/Orange County. The carrier also initiated daily service between San Antonio and Cancun, and between Kansas City International Airport and New York LaGuardia.

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 more than 46,000 Employees to more than 100 million Customers annually. Southwest operates more than 3,400 flights a day, serving 94 destinations across the United States and six additional countries. Southwest service to Puerto Vallarta, Mexico, begins in June 2015; and subject to government approvals, service to Belize City, Belize begins in October 2015.

*Based on the U.S. Department of Transportation's most recent data, Southwest Airlines is the nation's largest domestic carrier in terms of originating 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 reservation 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 whenever the carrier enters new markets. With 42 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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