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Southwest Airlines Launches Updated Mobile App For iOS Users

Express booking feature to provide Customers convenience to low fares and more

DALLAS, Jan. 13, 2016 /PRNewswire/ -- [Southwest Airlines Co.](#) (NYSE: LUV) today released an update to its iOS® mobile app available now in Apple®'s App Store for iPhone®. Today's release introduces an all-new app with a faster and more streamlined interface, providing an enhanced mobile experience for Customers on iPhone.

"New features such as express check out make booking Southwest's low fares even easier for our most frequent Customers," said LeighAnn Davis, Southwest Airlines Senior Director of Digital Marketing. "The app's new look and feel adds to the redesigned user experience and helps make everything from browsing flights, to checking in, to day of travel easier."

In addition to browsing and booking flights, Customers also may book rental cars, access upcoming trip information, and save boarding passes to Apple Wallet from within the app. Integration with a user's Rapid Rewards® account allows Members to use the new express check out feature as well as access a fresh interface for tracking progress toward Rapid Rewards A-List, A-List Preferred, and Companion Pass tier status.

To download the app or learn more about our other mobile web offerings, visit [Southwest.com](#).

Apple and iPhone are registered trademarks of Apple Inc. iOS is a trademark or registered trademark of Cisco in the U.S. and other countries.

ABOUT SOUTHWEST AIRLINES CO.

In its 45th 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 48,000 Employees to more than 100 million Customers annually. Southwest proudly operates a network of 97 destinations across the United States and seven additional countries with more than 3,900 departures a day during peak travel season.

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. That connectivity enables Customers to use their personal devices 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 created [TransfarencySM](#), a philosophy which treats Customers honestly and fairly, and in which low fares actually stay low. Southwest is the only major U.S. airline to offer bags fly free® to everyone (first and second checked pieces of luggage, size and weight limits apply, some airlines may allow free checked bags on select routes or for qualified circumstances), and there are no change fees, though 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 2014 Southwest Airlines One Report™ can be found at SouthwestOneReport.com.

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

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/southwest-airlines-launches-updated-mobile-app-for-ios-users-300203582.html>

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