

January 5, 2017



Southwest Airlines Adds New Destinations In The U.S. & Caribbean, And Brings Additional Nonstop Service To Cities From Coast To Coast

Carrier extends bookable flight schedule through Aug. 14, 2017, with new service for Cincinnati and Grand Cayman

DALLAS, Jan. 5, 2017 /PRNewswire/ -- [Southwest Airlines Co.](#) (NYSE: LUV) is announcing plans to bring its iconic brand, low fares, and exceptional Customer Service to **Cincinnati** and **Grand Cayman** (subject to requisite governmental approvals) beginning June 4, 2017.

"Bringing Southwest to Cincinnati not only answers a call from our new community and corporate partners for key nonstop service and broad network access with more affordable fares but also now gives our more than 110 million annual Customers access to a full complement of the top 50 markets across the contiguous 48 states," said [Dave Harvey](#), Southwest Airlines' Managing Director of Business Development. "The addition of Cincinnati is yet another example of how we are connecting communities across the nation with our unmatched schedule and network, full-sized Boeing 737s, and Customer-friendly policies that you'll only find at Southwest."

Southwest Comes to Cincinnati

From [Cincinnati/Northern Kentucky International Airport \(CVG\)](#), the carrier initially will offer nonstop service to Chicago (Midway) and Baltimore/Washington allowing Cincinnati travelers to utilize Southwest's all-Boeing 737 fleet to access many of the more than 100 destinations Southwest serves across the United States, Caribbean, and Latin America.

Fares are available for as low as \$49 one-way between **Cincinnati** and **Baltimore** and between **Cincinnati** and **Chicago Midway**!* (*Purchase today through Jan. 26, 2017, 11:59 p.m. in the respective time zone of the originating city. Domestic travel is valid daily June 4 through Aug. 14, 2017. Domestic travel blacked out June 30 through July 9, 2017. Full terms and conditions are below.*)

Southwest remains focused on providing the best service pattern for Ohio travelers. The airline is adding new nonstop service between **Cleveland** and **Atlanta** with low fares starting as low as \$69 one-way.* (*Purchase today through Jan. 26, 2017, 11:59 p.m. in the respective time zone of the originating city. Travel is valid daily June 4 through Aug. 14, 2017. Domestic travel blacked out June 30 through July 9, 2017. Full terms and conditions are below.*) Additionally, the carrier will add a second daily flight between **Cleveland** and **St. Louis**.

The carrier announced service to airports in both Akron-Canton and Dayton, Ohio, will end June 3, 2017. Employees in those cities have been offered other opportunities within

Southwest.

Focus on Florida: New International Destinations

Southwest is investing heavily throughout Florida, growing its domestic and international reach to meet the demands of its Customers. Today, in cooperation with Broward County, Florida, Southwest is beginning a six-month countdown to the opening of a new international concourse, known as Concourse A, at Terminal 1 at [Fort Lauderdale-Hollywood International Airport](#) by significantly increasing its international flight schedule for South Florida to a total of eight international nonstop destinations. The carrier today also filed an application with the U.S. Department of Transportation to serve [Owen Roberts International Airport](#) on **Grand Cayman** daily from Fort Lauderdale beginning June 4, 2017, provided the service receives requisite governmental approvals. On the same date, the carrier expects to begin operations from the new five gate international concourse, offering new daily international nonstop service from Fort Lauderdale to **Montego Bay**, **Belize**, and **Cancun**, alongside existing service to three cities in Cuba--**Havana**, **Varadero**, and **Santa Clara**--as well as **Nassau**, **The Bahamas**.

Southwest will also add daily, intra-Florida service nonstop between **Fort Lauderdale** and **Orlando** as well as new daily nonstop service between **Fort Lauderdale** and **Washington D.C. (Dulles)**, daily service between **Fort Lauderdale** and **Philadelphia**, twice daily service between **Tampa** and **New York LaGuardia**, and weekend nonstop service between **Pensacola** and **Denver**.

In celebration of this new service to South Florida, Southwest Customers may travel from Fort Lauderdale to:

Montego Bay	for as low as	\$99 one-way**
Cancun	for as low as	\$89 one-way**
Belize	for as low as	\$79 one-way**
Washington. D.C. (Dulles)	for as low as	\$69 one-way**
Philadelphia	for as low as	\$69 one-way**
Orlando	for as low as	\$49 one-way**

*(**Purchase from today through Jan. 26, 2017, 11:59 p.m. in the respective time zone of the originating city. Domestic travel is valid June 4 through Aug. 14, 2017. International travel is valid June 6 through Aug. 9, 2017. Domestic travel is blacked out June 30 - July 9, 2017. These fares from Fort Lauderdale are valid only on Tuesdays and Wednesdays. Full terms and conditions are located below.)*

West Coast Service

Throughout California, the carrier continues adding to its already unmatched schedule and robust network. On June 4, 2017, the carrier is adding new nonstop service between **Portland, Ore.** and **San Francisco**, between **San Jose** and **Reno**, and seasonal nonstop service between **Oakland** and **New York via Newark**. The carrier will also add new nonstop service between **San Diego** and **Boise**, and between **San Diego** and **Salt Lake City**, and seasonal nonstop service between San Diego and Newark, Spokane, and Indianapolis.

In celebration of new service in the West, Southwest Customers may travel for as low as:

Between San Diego and Boise	for as low as	\$89 one-way*
Between San Diego and Salt Lake City	for as low as	\$59 one-way*
Between San Francisco and Portland, Ore.	for as low as	\$49 one-way*
Between San Jose, Calif. and Reno	for as low as	\$39 one-way*

*(*Purchase from today through Jan. 26, 2017, 11:59 p.m. in the respective time zone of the originating city. Travel valid is daily June 4 through Aug. 14, 2017. Domestic travel blacked out from June 30 through July 9, 2017. Full terms and conditions are below.)*

Other Midwest Updates

Also on June 4, 2017, the carrier is adding new nonstop flights between **New York via Newark** and **Indianapolis**, and between **Nashville** and **Minneapolis**.

The carrier is currently planning to grow its 2017 available seat miles (ASMs) approximately 3.5 percent, as compared with 2016. To take advantage of low fares and new flights, travelers may book trips now at Southwest.com.

FARE TERMS & CONDITIONS

***For fares to/from Cincinnati; between San Diego and Boise; San Diego and Salt Lake City; San Francisco and Portland, Ore.; San Jose, Calif. and Reno; and Cleveland and Atlanta:**

Purchase from today through Jan. 26, 2017, 11:59 p.m. in the respective time zone of the originating city. Domestic travel is valid June 4 through Aug. 14, 2017. Domestic travel blacked out June 30 - July 9, 2017. Domestic travel is valid Daily. Fares are valid only on domestic, nonstop service. Displayed prices include all U.S. government taxes and fees. Points bookings do not include taxes, fees, and other government/airport charges of at least \$5.60 per one-way flight. Fares are not available to/from San Juan, Puerto Rico. Seats and days are limited. Fares may vary by destination, flight, and day of week and won't be available on some flights that operate during very busy travel times and holiday periods. Travel is available for one-way Wanna Get Away® fares. Fares may be combined with other Southwest Airlines® combinable fares. If combining with other fares, the most restrictive fare's rules apply. Sale fares may be available on other days of week, but that's not guaranteed. Fares are nonrefundable but may be applied toward future travel on Southwest Airlines®, as long as reservations are canceled at least ten minutes prior to the scheduled departure. Failure to cancel prior to departure will result in forfeiture of remaining funds on the reservation. Any change in itinerary may result in an increase in fare. Standby travel may require an upgrade to the Anytime fare depending on Tier status. Fares are subject to change until ticketed. Offer applies only to published, scheduled service.

****For fares from Fort Lauderdale:**

Purchase from today through Jan. 26, 2017, 11:59 p.m. in the respective time zone of the originating city. Domestic travel is valid June 4 through Aug. 14, 2017. International travel valid June 6 through Aug. 9, 2017. Domestic travel is blacked out June 30 - July 9, 2017. Domestic travel is valid only on Tuesdays and Wednesdays. International travel is valid only on Tuesdays and Wednesdays. Fares are valid only on nonstop service. Displayed prices include all U.S. and international government taxes and fees. If traveling to Cuba fares include Cuban Government mandatory health insurance. Points bookings do not include taxes, fees, and other government/airport charges of at least \$5.60 per one-way flight. Fares are not available to/from San Juan, Puerto Rico. Seats and days are limited. Fares may vary by destination, flight, and day of week and won't be available on some flights that operate during very busy travel times and holiday periods. Travel is available for one-way Wanna Get Away® fares. Fares may be combined with other Southwest Airlines® combinable fares. If combining with other fares, the most restrictive fare's rules apply. Sale fares may be available on other days of week, but that's not guaranteed. Fares are nonrefundable but may be applied toward future travel on Southwest Airlines®, as long as reservations are canceled at least ten minutes prior to the scheduled departure. Failure to cancel prior to departure will result in forfeiture of remaining funds on the reservation. Any change in itinerary may result in an increase in fare. Standby travel may require an upgrade to the Anytime fare depending

on Tier status. Fares are subject to change until ticketed. Offer applies only to published, scheduled service. If traveling to Cuba, every passenger must certify that they are eligible to travel to Cuba under one of 12 general license categories, a specific license or are a Cuban National.

Cautionary Statement Regarding Forward-Looking Statements

This news release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. Specific forward-looking statements include, without limitation, statements related to the Company's anticipated service offerings and fares and network and capacity plans, opportunities, and expectations. These statements involve risks, uncertainties, assumptions, and other factors that are difficult to predict and that could cause actual results to vary materially from those expressed in or indicated by them. Factors include, among others, (i) the impact of economic conditions, consumer behavior, fuel prices, actions of competitors (including without limitation pricing, scheduling, and capacity decisions and consolidation and alliance activities), and other factors beyond the Company's control, on the Company's business decisions, plans, and strategies; (ii) the Company's ability to timely and effectively maintain the necessary information technology systems and infrastructure to support its operations and initiatives; (iii) the impact of governmental regulations and other governmental actions related to the Company's operations; and (iv) other factors, as described in the Company's filings with the Securities and Exchange Commission, including the detailed factors discussed under the heading "Risk Factors" in the Company's Annual Report on Form 10-K for the fiscal year ended Dec. 31, 2015.

ABOUT SOUTHWEST AIRLINES CO.

In its 46th 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 53,000 Employees to more than 100 million Customers annually. Southwest proudly operates a network of 101 destinations in the United States and eight additional countries with more than 3,900 departures a day during peak travel season. Subject to requisite governmental approvals, service to Grand Cayman begins June 4, 2017.

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 [Transfarency®](#), 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. The airline proudly unveiled a bold new look: *Heart*. A new logo, aircraft livery, interior design featuring a new seat and Flight Attendant galley, Employee-designed uniforms, and an updated airport experience all showcase the dedication of Southwest Employees who 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 43 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 2015 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-adds-new-destinations-in-the-us--caribbean-and-brings-additional-nonstop-service-to-cities-from-coast-to-coast-300386105.html>

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