

**MORE TO LOVE: SOUTHWEST AIRLINES OFFERS NEW NONSTOP SERVICE
FROM DALLAS LOVE FIELD**

*Fares as low as \$49 one-way offered for new flights from Dallas Love Field;
Carrier also introduces new flights from Santa Ana/Orange County beginning June 28, 2015*

DALLAS—Feb. 12, 2015—[Southwest Airlines](http://SouthwestAirlines.com)® (NYSE: LUV) today added nonstop flight options between 10 cities and Dallas Love Field, linking a total of 43 destinations to Dallas beginning in April 2015. Customers may book the new flights at Southwest.com.

Starting April 8, 2015, enjoy new, nonstop service between Dallas Love Field and:

Charleston*	with one-way travel as low as	\$89
Columbus	with one-way travel as low as	\$69
Indianapolis	with one-way travel as low as	\$69
Memphis	with one-way travel as low as	\$49
Milwaukee	with one-way travel as low as	\$69
Panama City Beach	with one-way travel as low as	\$69
Portland, Ore.	with one-way travel as low as	\$99
Sacramento	with one-way travel as low as	\$99
San Jose, CA.	with one-way travel as low as	\$99
Seattle/Tacoma	with one-way travel as low as	\$99

Purchase now through February 15, 11:59 p.m. in the respective time zone of the originating city (one-way fares good for travel between April 8 and June 3, 2015, see additional fare rules below).

*Nonstop service between Dallas Love Field and **Charleston, SC**, begins on April 11, 2015 and operates only on Saturdays.

Beginning April 8, 2015, Southwest will begin offering daily flights between Dallas and Panama City Beach on a seasonal basis, one month after launching the route with weekly flights on Saturdays. The same day, increased flights begin between Dallas and Ft. Lauderdale/Hollywood, Oakland (San Francisco Bay Area), and Santa Ana/Orange County.

“With these new flights, Southwest is offering more of the low-fare nonstop travel our Dallas Customers want, at the times of day that makes the most sense to connect them to what’s important in their lives,” said Gary Kelly, Southwest’s Chairman, President & CEO.

The carrier answered the call of the many thousands of air travel consumers who have benefited from lower fares and the convenience of long-distance flying from Dallas Love Field by [announcing last month](#) it had acquired the rights to two additional Love Field gates, providing the opportunity to add destinations and more nonstop flights. Today’s announcement of 13 additional daily flights made possible by the acquisition of those gates, furthers a continuing goal to provide more travel options and low-fare competition for consumers in the Dallas market. Today’s announcement brings Southwest’s service at Love Field to 166 daily flights.

Additional New Flights for Santa Ana/Orange County

More nonstop destinations are landing at [Santa Ana/Orange County](#). Starting today, you can book new nonstop flights on [Southwest.com](#) between Santa Ana/Orange County and Seattle/Tacoma and between Santa Ana/Orange County and Chicago (Midway).

These new flights are in addition to previously announced service between Santa Ana/Orange County and Austin, all of which are effective June 28, 2015.

Southwest also will increase the number of daily, nonstop departures between Santa Ana/Orange County and **Dallas Love Field** and Santa Ana/Orange County and **San Jose del Cabo/Los Cabos, Mexico** effective April 8 and plans to inaugurate daily service to **Puerto Vallarta, Mexico** on June 7, from Santa Ana/Orange County, subject to governmental approvals.

FARE RULES

Purchase Feb. 12-15, 2015, 11:59 p.m. in the respective time zone of the originating city. Travel valid to/from Dallas every day except Fridays and Sundays between April 8 and June 3, 2015. Nonstop service between Dallas, TX and Charleston, SC, begins on April 11 and is available only on Saturdays. Fares are valid only on nonstop service. Displayed prices include all U.S.

and international government taxes and fees. Points bookings do not include September 11th Security Fee of \$5.60 per one-way flight. 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 other days of week, but are not guaranteed. Fares are nonrefundable but may be applied toward future travel on Southwest Airlines®, as long as Customers cancel reservations at least ten minutes prior to the scheduled departure of their flight. Failure to cancel prior to departure will result in forfeiture of remaining funds in the reservation. Any change in itinerary may result in an increase in fare. Standby travel requires an upgrade to the Anytime Fare. Fares are subject to change until ticketed. Offer applies to published, scheduled service only.

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 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, Belize 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 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.

Media Contacts:

Visit the Southwest Newsroom at swamedia.com multi-media assets and other Company news
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