

# PDX, how about more PDQ?

## SOUTHWEST AIRLINES ADDING MORE NONSTOP SERVICE FOR PORTLAND CUSTOMERS

*Carrier Introducing New Daily Nonstop Service to Burbank and Ontario,  
And extends year-round its previously seasonal service to Houston Hobby*

**DALLAS**—Feb. 18, 2016—**Southwest Airlines Co.** (NYSE: LUV) today extended its bookable flight schedule through Nov. 4, 2016, with new nonstop routes for Greater Portland and Southern Washington Customers, offering time saving service on Southwest® from Portland International Airport (PDX) to two additional airports in the LA Basin. In celebration of the new routes, Southwest is offering introductory fares for nonstop travel beginning Aug. 7, 2016, between:

<b>Portland, Ore. and Burbank</b>	with one-way fares as low as \$69
<b>Portland, Ore. and Ontario</b>	with one-way fares as low as \$69

Customers may take advantage of these fares today through Feb. 25, 2016, by 11:59 p.m. in the respective time zone of the originating city for travel Aug. 7-Nov. 3, 2016 (travel is not available on Fridays and Sundays, blackout dates apply). See below for complete fare rules. Book any of these new flights, part of the carrier's full schedule now published for travel through Nov. 4, 2016, online at [Southwest.com](http://Southwest.com), or by phone at 800-I-FLY-SWA.

In further expanding overall PDX Southwest service, the flight schedule extension through early November 2016 also maintains previously seasonal service between PDX and **Houston Hobby**.

Today's announcement of new service will bring more than 800 *additional* seats to and from PDX every day and raises Southwest's service level in Portland to an all-time high of 17 peak-period nonstop destinations. Southwest began serving both **Dallas Love Field** and **Orange County/Santa Ana** from Portland in 2015, and will begin daily service to and from **St. Louis** in June 2016.

With the addition of Los Angeles (LAX) service in June 2015, and today's announcement of new service to both Burbank and Ontario, Southwest offers Portland Customers nonstop service to all four airports the carrier serves in the LA Basin.

Last week, Southwest confirmed its interest and application to bring more low-fare service to Greater Los Angeles by adding new Southwest service in 2016 at [Long Beach Airport](#). Working with the City of Long Beach, the carrier formally applied for slot authority to offer new service, subject to requisite approvals. Southwest's operation at Long Beach would be an addition to the carrier's Greater Los Angeles presence at four airports in the LA Basin currently served by Southwest Airlines.

Earlier this week, Southwest confirmed its intent to participate in a U.S. Department of Transportation frequency allocation proceeding in the next several weeks for potential service to Cuba. The carrier continues to plan for 2016 year-over-year systemwide available seat mile growth in the five to six percent range.

### **INTRODUCTORY FARE TERMS & CONDITIONS**

Purchase between Feb. 18 and Feb. 25, 2016, 11:59 p.m. PST. Travel is valid daily from Aug. 7 through Nov. 3, 2016, except Sept. 1—3, 2016, and on Sept. 5, 2016. Travel is not valid on Fridays and Sundays. Fares valid on nonstop service only. Displayed prices include all government taxes and fees. Rapid Rewards® Points bookings do not include taxes, fees, or other government/airport charges of at least \$5.60 per one-way flight. Fares not available to/from San Juan, Puerto Rico. Seats and days are limited. Fares may vary by 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 combinable fares. If combining with other fares, the most restrictive fare rules apply. Sale fares might be available on other days of the week, but that's not guaranteed. Fares are nonrefundable but may be applied toward future travel on Southwest Airlines as long as the reservation is canceled at least ten minutes prior to the scheduled departure of the flight. Failure to cancel prior to that time will result in forfeiture of remaining funds on 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 they are ticketed. This offer only applies to published, scheduled service.

### **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 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) changes in demand for the Company's services and other changes in consumer behavior; (ii) the impact of economic conditions, 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; (iii) the impact of governmental regulations and other governmental actions related to the Company's operations; (iv) the Company's ability to timely and effectively maintain the necessary information technology systems and infrastructure to support its operations and initiatives; and (v) 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 December 31, 2015.

## **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 49,000 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 [Transfarency<sup>SM</sup>](#), 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<sup>®</sup> 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 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 2014 Southwest Airlines One Report<sup>™</sup> can be found at **[SouthwestOneReport.com](#)**.

Book Southwest Airlines' low fares online at [Southwest.com](https://www.southwest.com) or by phone at 800-I-FLY-SWA.

**MEDIA CONTACTS:**

Visit the Southwest Newsroom at [swamedia.com](https://www.swamedia.com) for multi-media assets and other Company news

Media Relations Team: 214-792-4847, option 1

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