

Southwest Airlines Offers Fares as Low as \$30 One-Way to Select Destinations

For 72 Hours Only, Airline Celebrates Halloween with Spooktacular Low Fares

October 26, 2010

DALLAS, Oct 26, 2010 /PRNewswire via COMTEX/ --

Southwest Airlines announced beginning today it's giving Customers early treats, not tricks, for Halloween! Customers can purchase one-way tickets for \$30, \$60, \$90, or \$120 to select destinations based on length of travel. For travel up to 450 miles, fares are \$30 one-way. For travel between 451 and 1,000 miles, fares are \$60 one-way. For travel between 1,001 and 1,500 miles, fares are \$90 one-way. For travel more than 1,501 miles, fares are \$120 one-way. These fares are available for purchase today through 11:59 p.m. PDT Oct. 28, 2010, and are good for travel every day except Sundays between Dec. 1, 2010, and Dec. 15, 2010, and between Jan. 4, 2011, and Feb. 16, 2011. To see the list of markets, prices, and to take advantage of these special fares, visit www.southwest.com.

"Southwest Airlines remains committed to bringing low fares to Customers across the nation," said Kevin Krone, Southwest's Vice President of Marketing, Sales, and Distribution. "With our amazing fare sale, Customers can easily shop by destination or price point, and book their next trip."

Examples of these low fares include (see Fare Rules below):

- \$30 one-way between Boston Logan and Philadelphia
- \$60 one-way between Denver and San Francisco (SFO)
- \$90 one-way between Chicago (Midway) and Ft. Lauderdale
- \$120 one-way between Baltimore/Washington and Los Angeles (LAX)

After nearly 40 years of service, Southwest Airlines continues to differentiate itself from other low fare carriers--offering a reliable product with exemplary Customer Service. Southwest Airlines is the nation's largest carrier in terms of originating domestic passengers boarded, now serving 69 cities in 35 states with service to Charleston and Greenville-Spartanburg beginning March 13, 2011. Southwest also is one of the most honored airlines in the world known for its commitment to the triple bottom line of Performance, People, and Planet. To read more about how Southwest Airlines is doing its part to be a good citizen, visit southwest.com/cares to read the Southwest Airlines One Report(TM). Based in Dallas, Southwest currently operates more than 3,200 flights a day and has nearly 35,000 Employees systemwide.

FARE RULES

Fares are available on only www.southwest.com. Southwest Airlines sale fares are available from Oct. 26, 2010, through 11:59 pm PDT Oct. 28, 2010. Travel must take place between Dec. 1, 2010, and Dec. 15, 2010, or between Jan. 4, 2011, and Feb. 16, 2011. Travel valid every day except Sundays. Fares do not include a federal segment tax of \$3.70 per takeoff and landing. Fares do not include airport-assessed passenger facility charges (PFC) of up to \$9.00 and U.S. government-imposed September 11th Security Fee of up to \$5.00 one-way. Seats are limited and may not be available on all flights or to all destinations. Fares are available for one-way travel. Fares are nonrefundable but may be applied toward the purchase of future travel on Southwest Airlines. Fares are not available through the Group Desk. Any change in the itinerary may result in an increase in fare. Reservations made through southwestvacations.com are not eligible for this promotion. Standby travel requires an upgrade to the Anytime Fare. Fares are subject to change until ticketed. Fares are valid on published, scheduled service only.

www.southwest.com

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