

# Skip The Lines And Get Ahead Of The Rush! Southwest Airlines® Launches As Low As 72 Dollars For 72 Hours Pre-Black FLYday Sale!

**Carrier Launches Low Fares Starting at \$72 to Select Destinations Nationwide**

November 22, 2013

DALLAS, Nov. 22, 2013 /PRNewswire/ -- [Southwest Airlines](#) (NYSE: LUV) is excited to launch a Pre-Black FLYday 72-Hour Doorbuster Sale for those early shoppers! And guess what?! You don't have to wait in line for our hot deals—but you'd better act quickly! These low fares are available for 72 hours only, so take advantage of these savings on one-way travel to select destinations nationwide before they melt away!

Customers can take advantage of this exclusive Pre-Black FLY Day sale today through Sunday, Nov. 24, 2013, 11:59 p.m. for the respective time zone of the originating city, for travel on Tuesdays and Wednesdays starting Tuesday, Dec 10, 2013, through Wednesday, March 12, 2014. Southwest is also offering great deals on vacation packages, car rentals, and hotel stays. Exclusions and restrictions apply.

To see the list of available cities, prices, and to take advantage of these special fares, visit [southwest.com](#).

Examples of Southwest Airlines' low fares include (see Fare Rules below):

- \$72 one-way nonstop between St. Louis and Newark Liberty
- \$72 one-way nonstop between Raleigh-Durham and Fort Lauderdale
- \$83: one-way nonstop between Albuquerque and Las Vegas
- \$83: one-way nonstop between Rochester and Baltimore Washington
- \$89: one-way nonstop between Nashville and Panama City Beach
- \$89: one-way nonstop between Atlanta and Orlando
- \$99: one-way nonstop between New York (Laguardia) and Chicago (Midway)
- \$99: one-way nonstop between Denver and Houston Hobby

In addition, our Black FLYday shoppers can find deals on:

- **Hotels:** Save up to 60% on Hotels in popular destinations when you book at [southwest.com](#).
- **Cars:** Save 15% off already low rates with Dollar Rent A Car exclusively at [southwest.com](#).
- **Southwest Vacations:** 72-Hour Sale on Southwest Vacations packages in the U.S., Mexico, or Caribbean. Book a flight + hotel vacation package to any Southwest Vacations destination for three or more nights and save \$72 per reservation when using promotion code **SAVE72** at the time of booking.

## **ABOUT SOUTHWEST AIRLINES CO.**

In its 43<sup>rd</sup> year of service, Dallas-based Southwest Airlines (NYSE: LUV) continues to differentiate itself from other carriers with exemplary Customer Service delivered by more than 45,000 Employees to more than 100 million Customers annually. Southwest is the nation's largest carrier in terms of originating domestic passengers boarded, and including wholly-owned subsidiary, AirTran Airways, operates the largest fleet of Boeing aircraft in the world to serve 96 destinations in 41 states, the District of Columbia, the Commonwealth of Puerto Rico, and five near-international countries. Southwest is one of the most honored airlines in the world, known for its triple bottom line approach that takes into account the carrier's performance and productivity, the importance of its People and the communities it serves, and its commitment to efficiency and the planet. The 2012 Southwest Airlines One Report™ can be found at [southwest.com/citizenship](#).

## Southwest Airlines

From its first flights on June 18, 1971, Southwest Airlines launched an era of unprecedented affordability in air travel quantified by the U.S. Department of Transportation as "The Southwest Effect," a lowering of fares and increase in passenger traffic wherever the carrier serves. On every flight, Southwest offers Customers the first two pieces of checked luggage (weight and size limitations apply) and all ticket changes without additional fees. Southwest's all Boeing fleet consistently offers leather seating and the comfort of full-size cabins, many of which are equipped with satellite-based WiFi connectivity and a new, sustainable cabin interior. With 40 consecutive years of profitability, the People of Southwest operate more than 3,200 flights a day and serve communities around 89 airports in Southwest's network of domestic destinations. Southwest Airlines' frequent flights and low fares are available only at [southwest.com](#).

#### AirTran Airways

AirTran Airways, a wholly-owned subsidiary of Southwest Airlines Co., offers coast-to-coast and near-international service with 400 flights a day to 44 destinations. The carrier's high-quality product includes assigned seating and Business Class. As Southwest continues to integrate AirTran's People, places, and planes into Southwest Airlines, Customers of both carriers may book flights at [airtran.com](http://airtran.com) and exchange earned loyalty points between both AirTran's A+ Rewards® and Southwest's Rapid Rewards® for reward travel on either airline.

#### **SOUTHWEST AIRLINES FARE RULES**

Fares are available only at [southwest.com](http://southwest.com) or [swabiz.com](http://swabiz.com), and vacation packages are available on [southwestvacations.com](http://southwestvacations.com), and can be purchased today through Nov. 24, 2013, 11:59 pm for the respective time zone of the originating city. Travel valid Dec. 10, 2013 through March 12, 2014. Travel valid only on Tuesdays and Wednesdays. Fares are available for one-way travel only. Some flights are operated by AirTran Airways. Displayed fares include all government taxes and fees. Seats are limited. Fares may vary by destinations, flight, and day of week and won't be available on some flights that operate during very busy travel times and holiday periods. Offer not available for San Juan. Fares may be combined with other combinable fares. If combining with other fares, the most restrictive fare rules apply. Fares are not combinable with Senior Fares. Sales fares may be available on other days of the week, but not guaranteed. Fares are nonrefundable but may be applied toward 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. Standby travel requires an upgrade to the Anytime fare. Fares are subject to change until ticketed. Fares are valid on published, scheduled service only.

[southwest.com](http://southwest.com)

SOURCE Southwest Airlines