

Southwest Airlines Celebrates One Year at Boston Logan

Carrier Marks Year of Phenomenal Growth at Logan with Daylong Celebration at its Gates in Terminal E

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On August 16, 2009, Southwest Airlines (NYSE: LUV) started its Boston Logan (BOS) service with ten daily nonstop flights to two destinations, Chicago Midway and Baltimore/Washington International. Today, the carrier celebrates its first successful year at BOS--a year marked by growth in service, growth in the number of Southwest Employees, and facility growth with the addition of a third gate at its location in Terminal E. The airline now offers 25 daily nonstops to five cities (Chicago Midway, Baltimore/Washington International, Denver, St. Louis, and Philadelphia). And, in early Sept. Southwest adds one additional nonstop between BOS and Phoenix. Not bad for the first year!

"Our first year in Boston has exceeded expectations on many levels," said Southwest Airlines Station Leader Brian Kunkel. "The growth we have experienced here at Logan is truly a testament to our hardworking Employees and their dedication to our Customers to provide that legendary Customer Service our Company is known for."

"Boston Logan congratulates Southwest Airlines on their first year anniversary," said Massport's Director of Aviation Edward C. Freni. "Their growth in one year has been impressive and working with the airline we have made considerable investments to renovate and expand their gate areas to accommodate future growth."

Southwest Airlines marks its first year at Boston Logan with a day-long celebration at its gates at Terminal E. Gates will be decorated with balloons and other decorations and Employees will be playing "gate games" with Customers--prizes include the chance to win roundtrip tickets anywhere Southwest flies! And, a live band will be playing at the carrier's new spacious facility addition between gates E1B and E1C. This celebration is a way for the carrier to show its appreciation to its Employees and Customers who made the first year so successful.

Southwest Employees also *Shared the Spirit* for their first anniversary by volunteering at the Curtis Guild School in East Boston. Last year, more than two dozen Southwest Employees participated in such projects as planting flowers and bushes, cleaning and organizing classrooms and painting an enormous 12'x80' mural located along the school's playground. On Monday, Employees returned to the school to help prepare classrooms for the new school year, as well as touch up the mural. The Airline's Employees proudly *Share the Spirit* through volunteering in the communities where they work and live.

When shopping for Southwest online, it's important to know that Southwest Airlines' low fares are only available online at www.southwest.com. Not only will Customers find Southwest's great rates online, but the site also hosts Southwest's [Travel Guide](#) where Customers can check out Boston travel tips posted by travelers who frequent Beantown.

To also commemorate this milestone, the carrier has introduced a double credit Rapid Rewards frequent flyer promotion when Members travel to/from all three Boston Area Airports (Boston Logan, Manchester, NH, or Providence, RI), from August 12 through October 31. Rapid Rewards Members can earn two credits for every one-way flight (four credits when traveling roundtrip), and at that rate, Members can earn a free* flight after just four roundtrip flights. To qualify, Rapid Rewards Members must register or join prior to travel by visiting: www.southwest.com/bostondoublecredit. Members must register and book their flights between August 12, 2010, and September 15, 2010, for travel August 12, 2010 through October 31, 2010.

After 39 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 and now serves 69 cities in 35 states. 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 is doing its part to be a good citizen, visit southwest.com/cares to read the One Report. Based in Dallas, Southwest currently operates more than 3,200 flights a day and has nearly 35,000 Employees systemwide

Terms & Conditions

* The Rapid Rewards Award is free, but travel is subject to the government-imposed September 11 Security Fee of up to \$10 per roundtrip. Travel good on Southwest Airlines published, scheduled service.

One additional credit per one-way will be issued regardless of fare purchased. Business Select Customers will receive 2.25 for flights less than 750 miles and 3.0 for flights 750 or longer. Member must register for this promotion between August 12, 2010, and September 15, 2010, and registration must be completed prior to commencement of travel. Reservation must be booked between

August 12, 2010, and September 15, 2010 for travel into or out of Boston Logan, Manchester-Boston Regional Airport in Manchester, NH, or T.F. Green Airport in Providence, RI. Qualifying travel must be flown August 12, 2010 through October 31, 2010. Rapid Rewards account number must be entered at time of booking. Travel on Award or Companion Pass does not qualify for promotion. Bonus credits do not count toward A-List qualification. Rapid Rewards credit will post to your account within four days of completing travel. Changes made to the itinerary after purchase may eliminate qualification for this promotion. All Rapid Rewards rules and regulations apply.

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