

# Southwest Airlines Launches Inaugural Flights In Three Cities

**New Service in Memphis, Tenn.; Pensacola, Fla.; Richmond, Va.  
Brings Southwest's Low Fares and Legendary Customer Service**

November 04, 2013

DALLAS, Nov. 4, 2013 /PRNewswire/ -- Southwest Airlines (NYSE: LUV) launched new flights this weekend in three cities that join the carrier's network through previously established service by wholly owned subsidiary AirTran Airways. The new routes complete a plan to bring Southwest Airlines service to all domestic cities in the Company's network by year's end, as the integration of Southwest and AirTran approaches its final phases. "It is exciting for us to offer Southwest service in these markets," said Southwest Airlines Chairman, President, & CEO Gary Kelly. "We plan to further the extraordinary service that AirTran has offered these cities with our traditional low-cost, Fun-LUVing Southwest style."

## **As of November 3, 2013, Southwest Airlines Offers New Nonstop Service between:**

**Pensacola** and Nashville and Houston (Hobby)

**Richmond** and Orlando

**Memphis** and Baltimore, Houston (Hobby), Orlando, Chicago (Midway), and Tampa Bay

AirTran will continue service between Atlanta and Richmond International Airport, with four daily nonstop departures. Southwest Airlines anticipates a full conversion in Richmond in the second half of 2014. To celebrate this new service, Southwest is offering a sale on flights in these markets. Richmond and Pensacola sale fares must be purchased by November 11, 2013, for travel every day except Fridays and Sundays January 6, 2014, through February 26, 2014. Richmond and Pensacola fares must be purchased 21 days in advance. Memphis nonstop flights starting as low as \$50 one-way to select destinations must be purchased by November 6, 2013, for travel every day except Fridays and Sundays December 4, 2013, through February 26, 2014.

These [low fares](#) are available for purchase only on [southwest.com](#) for a limited time (blackout dates apply; check fare rules for restrictions).

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

- \$50 one-way nonstop between Memphis and Baltimore
- \$50 one-way nonstop between Memphis and Chicago (Midway)
- \$50 one-way nonstop between Memphis and Houston (Hobby)
- \$50 one-way nonstop between Memphis and Tampa
- \$50 one-way nonstop between Memphis and Orlando

## **Other examples of Southwest Airlines' low fares include (see Pensacola and Richmond Fare Rules below):**

- \$89 one-way nonstop between Pensacola and Nashville
- \$99 one-way nonstop between Richmond and Orlando
- \$119 one-way nonstop between Pensacola and Houston (Hobby)

## **ABOUT SOUTHWEST AIRLINES CO.**

In its 43rd 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 nearly than 3,200 flights a day and serve communities around 86 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 nearly 500 flights a day to 46 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 and exchange earned loyalty points between both AirTran's A+ Rewards® and Southwest's Rapid Rewards® for reward travel on either airline.

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

Memphis fares are available only on **southwest.com** or **swabiz.com**. Purchase from Nov. 4 through Nov. 6, 2013, 11:59 pm for the respective time zone of the originating city. Travel Dec. 4 through Feb. 26, 2014. Blackout dates apply: Dec. 20-23; Dec. 27-31, 2013; Jan 4-5; and Feb. 17, 2014. Travel valid every day except Fridays and Sundays. Available on published, scheduled service only. Fares valid on nonstop service only. Displayed prices include all government taxes and fees. Seats are limited. Fares may vary by destination, flights, and day of week and won't be available on some flights that operate during very busy travel and holiday periods. Fares are available for one-way travel. Fares may be combined with other Southwest Airlines combinable fares. If combining with other fares, the most restrictive fare's rules apply. Fares are not combinable with Senior Fares. Sale fares may be available on other days of week, but not guaranteed. Fares are nonrefundable but may be applied toward future travel on Southwest Airlines. Fares are not available through Group Desk. 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.

#### **SOUTHWEST AIRLINES PENSACOLA AND RICHMOND FARE RULES**

Richmond and Pensacola fares are available only on **southwest.com** or **swabiz.com**. 21-day advance purchase required. Purchase from Nov. 4 through Nov. 11, 2013, 11:59 pm for the respective time zone of the originating city. Travel through Feb. 26, 2013. Blackout dates apply: Nov. 26 - Dec. 3, Dec. 19 - Dec. 31, 2013, and Jan. 1, 2014 - Jan. 5, 2014. Travel valid every day except Fridays & Sundays. Available on published, scheduled service only. Displayed prices include all government taxes and fees. Seats 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. Fares are available for one-way travel. Fares may be combined with other Southwest Airlines combinable fares. If combining with other fares, the most restrictive fare's rules apply. Fares are not combinable with Senior Fares. Sale fares may be available on other days of week, but not guaranteed. Fares are nonrefundable but may be applied toward future travel on Southwest Airlines. Fares are not available through Group Desk. 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.

**southwest.com**

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