

# Worth The Wait! Southwest Airlines Is The Only Carrier Offering Gate-to-Gate WiFi

November 20, 2013

DALLAS, Nov. 20, 2013 /PRNewswire/ -- Effective today, all Southwest Airlines (NYSE: LUV) Customers may use small portable electronic devices (PEDs) in "airplane mode" from gate to gate – this means the Customers may use the airline's onboard WiFi, which is available on the majority of the airline's fleet. As Customers get ready to head out for Thanksgiving travel, they will now have the ability to stay connected from the time they step onboard a Southwest plane to the time they exit. Southwest is the only airline that offers a gate-to-gate connectivity on the majority of our fleet.

The use of portable devices was a factor in Southwest's initial WiFi investment, and the airline is pleased that Customers now have the opportunity to utilize industry-leading satellite WiFi throughout their entire trip. The extended use of service on Southwest's WiFi-equipped aircraft is available at the same low price of \$8 per device, all day, including stops and connections. Customers can now enjoy free live TV compliments of DISH® and \$5 movies throughout their flights with no interruptions. Customers do not need to purchase WiFi in order to access movies or TV.

"We know this is something Customers have wanted for some time now, and we're excited to give them the freedom to use personal devices while in the air and on the ground," said Kevin Krone, Southwest Airlines Chief Marketing Officer. "With free live TV compliments of DISH® and the ability to stay connected for the entire flight, Customers can count on Southwest for the best Customer Experience in the business."

Before implementing the changes, the airline carefully vetted all new procedures through its Safety Risk Management process to ensure a safe and efficient implementation. Bulky laptops and devices larger than a tablet must be stowed during taxi, takeoff, and landing. Any device that is larger than a tablet may pose a hazard due to its size and weight. For more information, please visit [southwest.com/wifi/](http://southwest.com/wifi/).

## 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](http://southwest.com/citizenship).

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