

Hair Today, Gone Tomorrow! We're Shaving Fares For November Travel!

Carrier Launches FUN Fares at \$100 Dollars or Less to Select Destinations Nationwide - We Mustache You to Share!

October 16, 2013

DALLAS, Oct. 16, 2013 /PRNewswire/ -- [Southwest Airlines](#) (NYSE: LUV) is offering super shavings for November travel! You Mustache quick—these low fares are hair today, gone tomorrow! Celebrate these great November shavings and enjoy fares for \$100 or less on one-way travel to select destinations nationwide.

Customers can take advantage of these great shavings through Thursday, October 17, 2013, 11:59 p.m. for the respective time zone of the originating city, for travel on November 12, 13, 19, and 20, 2013 (check fare rules for restrictions).

As an advocate of great shavings, Southwest Airlines is also offering great deals on vacation packages, cars, and hotels. And that's not all! Rapid Rewards® Members will earn double points nationwide on flights booked through Southwest Airlines and completed by Nov. 21, 2013. Visit www.southwest.com/nationwidedouble to learn more and register for this promotion.

To see the list of available cities, prices, and to take advantage of these special fares, visit www.southwest.com.

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

- \$50 one-way nonstop between Oakland and Las Vegas
- \$50 one-way nonstop between Milwaukee and Minneapolis-St. Paul
- \$60 one-way nonstop between Atlanta and Orlando
- \$60 one-way nonstop between Reno and Los Angeles
- \$70 one-way nonstop between Dallas and New Orleans
- \$90 one-way nonstop between St. Louis and New York LaGuardia
- \$100 one-way nonstop between Austin and Chicago-Midway
- Save up to 40% on Vegas Hotels, plus \$60 off your entire package when you book at southwestvacations.com.
- Earn up to 900 points for hotel stays when you book at southwest.com.
- Save up to 35%, plus earn up to 2,400 points, on Avis Car Rentals at southwest.com.

AirTran's fares along with terms and conditions can be found at www.airtran.com.

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 97 destinations in 41 states, the District of Columbia, the Commonwealth of Puerto Rico, and six 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 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 47 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 FARE RULES

Fares are available only on southwest.com or swabiz.com and vacation packages are available on southwestvacations.com, and can be purchased today through Oct. 17, 2013, 11:59 pm for the respective time zone of the originating city for select destinations.

Travel valid for November 12, 13, 19, and 20, 2013. Fares valid on nonstop travel only. Offer not valid for travel to Key West, FL and San Juan, Puerto Rico. 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. Fares are nonrefundable but may be applied toward future travel on Southwest Airlines. Fares may be combined with other combinable fares. If combining with other fares, the most restrictive fare rules apply. When combining fares, all rules and restrictions apply. 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.

RAPIDS REWARDS NATIONWIDE DOUBLE POINTS TERMS AND CONDITIONS

Member must register for this promotion between October 14, 2013 and November 21, 2013, and registration must be completed prior to commencement of travel. Valid on new reservations booked within the promotional period. Member's flight must be booked through Southwest Airlines between October 14, 2013 and November 21, 2013. Member's flight must be completed between October 14, 2013 and November 21, 2013. Visit www.southwest.com/nationwidedouble for complete Terms and Conditions. All Rapid Rewards rules and regulations apply.

www.southwest.com

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