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SOUTHWEST AIRLINES ANNOUNCES FARES AND FLIGHTS TO/FROM SOUTH CAROLINA

Airline Will Operate Seven Daily Nonstop Flights Each To/From Charleston and Greenville-Spartanburg Airports Beginning March 13, 2011

DALLAS—Oct. 20, 2010— Southwest Airlines is coming to the Palmetto State! Today, Southwest announced it will begin service to/from Charleston International Airport (CHS) and Greenville-Spartanburg Airport (GSP) on March 13, 2011.

In Charleston, the carrier will operate seven daily nonstop flights to four destinations: three to Baltimore/Washington, two to Chicago Midway, one to Nashville, and one to Houston Hobby. Southwest Airlines will operate from gate B5 in Charleston's main terminal.

In Greenville-Spartanburg, the airline will begin service with seven daily nonstop flights to five destinations: two to Baltimore/Washington, two to Chicago Midway, one to Nashville, one to Houston Hobby, and one to Orlando. Southwest Airlines will operate from gates A3 and A4 in Greenville-Spartanburg's main terminal.

To celebrate the addition of Charleston and Greenville-Spartanburg to the Southwest network, Southwest Airlines is offering a special two-day fare sale only on **southwest.com**. Through 11:59 p.m. PDT on Thursday, Oct. 21, 2010, Customers can find fares as low as \$30 one-way to any nonstop market to/from CHS and GSP for travel through April 6, 2011 (see fare rules below). When the \$30 fare sale ends, Customers will still be able to book fares as low as \$59 one-way for travel every day except Fridays and Sundays March 14, 2011, through May 25, 2011. To view these special offers only available on **southwest.com**, visit www.southwest.com/southcarolina.

"Southwest Airlines is delighted to bring our special brand of low-fare, high-quality Customer Service to travelers in Greenville-Spartanburg and Charleston," said Dave Ridley, Southwest Airlines Senior Vice President of Marketing and Revenue Management. "For nearly 40 years, we have been liberating Customers across the country from the tyranny of high fares and poor service. We can't wait to continue this mission by introducing our wonderful People, low fares, and Boeing 737 jet service to the Palmetto State."

In addition to the seven daily nonstop flights to/from these cities, Southwest Airlines' new service will offer direct or connecting service to more than 60 destinations including: Las Vegas,

CHS/GSP

Denver, Dallas Love, Sacramento, and Salt Lake City. To hear more about the new service, check out Southwest's blog at www.blogsouthwest.com for a video from Southwest Executives Dave Ridley and Bob Montgomery on how Southwest is bringing big planes, low fares, and great people to South Carolina.

"The arrival of Southwest Airlines will absolutely be a game changer for the entire Upstate," said Dave Edwards, GSP Executive Director. "Not only will passengers benefit from low fares and additional destinations, but we've already heard from those working in the area of economic development that they are getting calls from business and industry groups from around country that never would have considered the Upstate without Southwest Airlines."

"Southwest Airlines' announcement to bring new service and value pricing to Charleston International Airport is clearly welcome," said Susan Stevens, Director of Airports for Charleston County Aviation Authority. "Southwest's vast national network will be linked to the Charleston region and will offer both residents and visitors new options for travel to and from the Lowcountry,"

The entrance into South Carolina marks the 36th state in Southwest's network. Greenville-Spartanburg will be the carrier's 70th city, and Charleston will be its 71st.

After nearly 40 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, now serving 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 Southwest Airlines One Report™. Based in Dallas, Southwest currently operates more than 3,200 flights a day and has nearly 35,000 Employees systemwide.

\$30 One-Way Fare Rules

Fares are available only on www.southwest.com. Southwest Airlines fare sales are available for purchase October 20, 2010, through October 21, 2010, 11:59 p.m. PDT, and travel must take place between March 13, 2011, and April 6, 2011. Fares do not include a federal excise tax of \$3.70 per takeoff and landing. Fares do not include airport-assessed passenger facility charges (PFC) of up to \$9.00 and U.S. government-imposed September 11th Security Fee of up to \$5.00 one-way. Seats are limited. Fares 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 valid for travel to nonstop destinations only. Fares may be combined with other combinable fares. Fares are not combinable with Senior Fares. When combining fares, all rules and restrictions apply. Fares are nonrefundable but may be applied toward the purchase of future travel on Southwest Airlines. Fares are not available through the Group Desk. Any change in the itinerary may result in an

CHS/GSP

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.

Introductory Fare Rules

Fares are available on www.southwest.com or swabiz.com. Southwest Airlines fare sales are available for purchase October 20, 2010, through December 31, 2010, 11:59 p.m. PDT, and travel must take place between March 13, 2011, and May 25, 2011, excluding April 21-25, 2011. Travel valid every day except Fridays and Sundays. Fares do not include a federal excise tax of \$3.70 per takeoff and landing. Fares do not include airport-assessed passenger facility charges (PFC) of up to \$9.00 and U.S. government-imposed September 11th Security Fee of up to \$5.00 one-way. 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 combinable fares. Fares are not combinable with Senior Fares. When combining fares, all rules and restrictions apply. Fares are nonrefundable but may be applied toward the purchase of 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.

www.southwest.com

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