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**BIG NEWS FOR BIG D! SOUTHWEST AIRLINES ANNOUNCES
NEW NONSTOP DESTINATIONS**

Post Wright Amendment Offerings from Dallas Love Field Available Oct. 13, 2014

DALLAS—Feb. 3, 2014—[Southwest Airlines](#) (NYSE: LUV) today announced the airline will offer new nonstop service to domestic destinations from Dallas Love Field following the repeal of flight restrictions imposed in 1979 limiting the reach of Dallas' most convenient airport.

Southwest will begin serving five new nonstop destinations on Oct. 13, followed by ten additional new nonstop destinations on Nov. 2. The addition of these 15 new nonstop destinations will bring Southwest to a total of 31 nonstop destinations from Love Field.

"The official repeal of Wright Amendment federal flight restrictions signifies a turning point for the Southwest brand not just in Dallas, but from coast-to-coast," said Gary Kelly, Southwest Airlines Chairman, President, and CEO. "We are pleased to offer this new service to the Customers of our home airport, who have waited 34 long years, and we thank the many, many folks who made this opportunity a reality. Goodbye, Wright Amendment. Hello, America!"

Beginning Oct. 13, 2014, Southwest Airlines will launch nonstop service from Dallas Love

Field to:

- Baltimore/Washington (BWI)
- Denver
- Las Vegas
- Orlando
- Chicago Midway

Beginning Nov. 2, 2014, Southwest Airlines will launch nonstop service from Dallas Love

Field to:

- Atlanta
- Nashville
- Washington, D.C. (Reagan National)
- Ft. Lauderdale/Hollywood

-
- Los Angeles (LAX)
 - New York (LaGuardia)
 - Phoenix
 - San Diego
 - Orange County/Santa Ana
 - Tampa

Dallas Mayor Mike Rawlings and former U.S. Senator Kay Bailey Hutchison today joined Kelly and Southwest Employees at a news conference to celebrate the momentous occasion.

The Wright Amendment, and its subsequent revisions, limit Southwest Airlines' current nonstop all jet service from Dallas Love Field to nine states including Texas. The repeal of the federal law rewrites the map by allowing Southwest to potentially serve an additional 41 states and the District of Columbia (Reagan National airport) from Love Field.

In May, the airline will announce the specific flight schedules and fares for the sale of the new service, giving Southwest's Customers the first opportunity to book these flights via southwest.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 nearly 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 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 via its wholly-owned subsidiary, AirTran Airways. 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.

From its first flights on June 18, 1971, Southwest Airlines launched an era of unprecedented affordability in air travel described 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 fleet consistently offers leather seating and the comfort of full-size cabins, which are equipped with satellite-based WiFi connectivity, free live TV, and a new, sustainable cabin interior. In May 2011, Southwest acquired AirTran Airways and, by the end of 2014, intends to complete the full integration of AirTran's network

into Southwest. With 41 consecutive years of profitability, the People of Southwest operate more than 3,600 flights a day. Southwest Airlines' frequent flights and low fares are available online only at southwest.com or by phone at 1-800-I-FLY-SWA.

Media Contacts:

Whitney Eichinger

214-792-6604

whitney.eichinger@wnco.com

Multi-Media Assets and other Company news at swamedia.com

Media Relations Team: 214-792-4847