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LUV IS HERE, PENSACOLA!

Southwest Airlines Brings New Routes, Low Fares, and Legendary Customer Service to Pensacola International Airport, the Carrier's 88th Destination

DALLAS—Nov. 4, 2013—[Southwest Airlines](#) (NYSE: LUV) launched service this weekend from Pensacola International Airport, creating more options for Northwest Florida and Southeast Alabama air travelers. The conversion of the Dallas-based carrier's service from wholly owned subsidiary AirTran Airways also marks the final phase in the integration of the two airlines' domestic networks.

Southwest Airlines now offers twice daily nonstop service between Pensacola and Nashville and daily nonstop service between the airport and Houston Hobby, with additional same-plane or connecting service to nearly 70 total destinations served by Southwest Airlines' all-Boeing 737 fleet.

Pensacola-based Boeing-Stearman biplanes marshaled in the first weekday arrival of a Southwest jet followed by a celebration and news conference in the departing gate area.

"This weekend's conversion from AirTran to Southwest service brings bigger planes, with more than three thousand seats in and out of Northwest Florida every week," said Bob Montgomery, Southwest Airlines Vice President of Airport Affairs. "And we're increasing by nearly half the number of places that our Pensacola Customers may travel to and from with the Southwest network. We are honored to continue the AirTran's history of quality, low-fare service here."

"Pensacola International Airport is one of the City's greatest economic development engines," said Pensacola Mayor Ashton Hayward. "In addition to The Airport Commerce Park ramping up, we are thrilled to welcome Southwest Airlines to Pensacola. Southwest's presence expands Pensacola International Airport's routes through Houston and Nashville, making Pensacola more accessible to business and tourists across the nation. Together, we are competing and winning."

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Montgomery also presented Pensacola Ronald McDonald House with nearly \$90,000 raised during the most recent of Southwest's LUV Classic golf tournaments which, for nearly 30 years, have supported families to stay near a hospital where a child is receiving medical attention.

Southwest supports RMH through Employees who volunteer to cook and serve meals to the families, financial sponsorship and ticket donation.

Learn more about Southwest Airlines through fact sheets, photos, videos, and news releases available on the carrier's digital newsroom, swamedia.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 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.

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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.

ABOUT PENSACOLA INTERNATIONAL AIRPORT

Owned and operated by the City of Pensacola, Pensacola International Airport is the largest airport between New Orleans and Jacksonville, serving more than 1.5 million passengers each year. The airport supports over 5700 jobs and generates an estimated annual impact of over \$565 million.

Media Please Contact:

Southwest Airlines Communication at 214/792-4847 or through swamedia.com

southwest.com