



MEDIA: Please Call Communications (214) 792-4847

CUSTOMERS: Please Call Reservations 800-1 FLY SWA (435-9792)

EN ESPAÑOL: 800-VAMONOS (826-6667)

SOUTHWEST AIRLINES CELEBRATES NEW SERVICE TO GRAND RAPIDS MICHIGAN WITH SPECIAL LOW FARES

DING! Airline Offers Low Fares for Service Starting August 12, 2013

DALLAS—July 8, 2013—Southwest Airlines (NYSE: LUV) is excited to begin service at Gerald R. Ford International Airport (GRR) in Grand Rapids, Mich. and is celebrating the anticipated service with great low fares available for purchase today through July 21, 2013, to Baltimore/Washington (BWI), Orlando (MCO), St. Louis (STL), and Denver (DEN). Beginning Sunday, August 11, Southwest Airlines transitions wholly-owned subsidiary AirTran Airways' service to Southwest service, doubling flight options with six daily nonstop departures. Southwest Airlines continues to offer nonstop service to Baltimore/Washington and Orlando, and introduces new nonstop service to Denver and St. Louis.

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

- \$79 one-way nonstop between Grand Rapids and St. Louis
- \$99 one-way nonstop between Grand Rapids and Baltimore/Washington
- \$109 one-way nonstop between Grand Rapids and Orlando
- \$119 one-way nonstop between Grand Rapids and Denver

These incredibly [low fares](#) are available for purchase on southwest.com today through Sunday, July 21, 2013, 11:59 p.m. for the respective time zone of the originating city. Fares are available for travel every day except Fridays and Sundays beginning August 12 through December 18, 2013 (blackout dates apply; check fare rules for restrictions).

ABOUT SOUTHWEST AIRLINES CO.

In its 42nd year of service, Dallas-based Southwest Airlines (NYSE: LUV) continues to differentiate itself from other carriers with exemplary Customer Service delivered by nearly 46,000 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 nearly 3,400 flights a day and serve communities around 85 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 close to 600 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 can be purchased today through July 21, 2013, 11:59 pm for the respective time zone of the originating city. Travel must take place between Aug. 12 and Dec. 18, 2013. Travel is valid every day except Fridays and Sundays. Blackout dates apply for Sept. 2 and Nov. 26 through Dec. 3, 2013. Displayed fares include all government taxes and fees. Advertised fares are based on nonstop service, and 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 available for one-way travel. 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 nonrefundable but may be applied toward the purchase of future travel on Southwest Airlines as long as itineraries containing DING! or Wanna Get Away fare segments are cancelled at least ten minutes prior to scheduled departure (for travel beginning Sept. 13, 2013). 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

Media Please Contact:

Southwest Airlines Public Relations at [214-792-4847](tel:214-792-4847)