

## Southwest Airlines Announces Intent to Serve South Carolina

### Carrier Selects Charleston and Greenville-Spartanburg--No Subsidies Required

DALLAS, May 11, 2010 /PRNewswire via COMTEX/ --Southwest Airlines today announced its intent to serve the state of South Carolina--without subsidies--through the cities of Charleston (CHS) and Greenville-Spartanburg (GSP) in 2011. Southwest will release details regarding start dates, destinations and fares, and number of departures at a later date. The airline's service will not be dependent on pending legislation to provide air service subsidies. For more information about Southwest Airlines, click here [www.southwest.com](http://www.southwest.com)

"We look forward to serving the Palmetto State with Southwest Airlines' unique brand of genuine hospitality, great value, a robust and reliable flight network, and our terrific Employees who deliver excellent Customer Service," said Dave Ridley, Southwest's senior vice president of marketing and revenue management.

Southwest reported a profitable start to the year with its First Quarter 2010 financial results last month. At that time, Southwest said overall demand for its Low Fares and high quality Customer Service remained strong, resulting in a record first quarter performance for load factor, passenger yield, operating unit revenue, and passenger revenues. Southwest attributed the notable performance to its network optimization and revenue management efforts, which also have allowed it to grow in destinations without growing its fleet of Boeing 737 aircraft. The carrier intends to continue that growth strategy in 2011, keeping its capacity relatively flat with 2010.

After 38 years of service, Southwest Airlines, the nation's leading low-fare carrier where bags fly free, continues to stand above other airlines--offering a reliable product with exemplary Customer Service. Southwest Airlines is the most productive airline in the sky and offers Customers a comfortable traveling experience with all premium leather seats and plenty of legroom. Southwest Airlines (NYSE: LUV) currently serves 68 cities in 35 states and is the largest U.S. carrier, based on domestic passengers carried. Based in Dallas, Southwest currently operates more than 3,200 flights a day and has more than 35,000 Employees systemwide.

[www.southwest.com](http://www.southwest.com)

This news release contains forward-looking statements related to Southwest's intent to offer service to the state of South Carolina and its related growth and capacity plans. These forward-looking statements are based on Southwest's current intent, beliefs, and expectations and are not guarantees of future results. These statements involve risks, uncertainties, assumptions, and other factors that could cause actual results to vary materially from those expressed in or indicated by them. Factors include, among others, (i) consumer interest in, and demand for, the service and the impact of competitive offerings; (ii) the impact of fuel prices and economic conditions on the Company's overall business plan and strategies; and (iii) other factors, as described in the Company's filings with the Securities and Exchange Commission, including the detailed factors discussed under the heading "Risk Factors" in the Company's Annual Report on Form 10-K for the year ended December 31, 2009, and under the heading "Forward-looking statements" in the Company's Quarterly Report on Form 10-Q for the quarter ended March 31, 2010.

SOURCE Southwest Airlines