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NEWS RELEASE

FOR IMMEDIATE RELEASE:

Tuesday, July 26, 2011

SOUTHWEST/AIRTRAN ANNOUNCE EXPANDED WINTER SCHEDULE FOR BRANSON
Significant increase in 2012 winter service at Branson Airport

BRANSON, MISSOURI – Southwest Airlines and AirTran Airways released expanded winter flight schedules for both airlines today, marking the first effort by Southwest and AirTran to coordinate published schedules (see the press release below from Southwest Airlines).

The schedule reflects flights from January 8, 2012 through March 9, 2012 and represents more than a 100% increase in service over last winter.

Destinations	Departs	Arrives	Frequency
Branson/Atlanta	5:35 pm	8:14 pm	Daily
Atlanta/Branson	11:47 am	12:28 pm	Daily
Branson/Chicago	1:08 pm	2:35 pm	Su M W F
Chicago/Branson	3:16 pm	4:55 pm	Su M W F
Branson/Houston	2:14 pm	3:52 pm	Su
Branson/Houston	1:08 pm	2:46 pm	T Th Sa
Houston/Branson	12:00 pm	1:34 pm	Su
Houston/Branson	3:21 pm	4:55 pm	T Th Sa
Branson/Baltimore	4:20 pm	7:33 pm	Sa
Baltimore/Branson	10:15 am	12:03 pm	Sa
Branson/Orlando	12:26 pm	3:34 pm	Sa
Orlando/Branson	2:13 pm	3:40 pm	Sa

To book AirTran Airways at the Branson Airport visit www.airtran.com or call 1-800-247-8726.

About Branson Airport: Opening its doors May of 2009, Branson Airport LLC is the first privately developed and operated commercial service airport in the United States. Currently serviced by AirTran Airways, Frontier Airlines and Branson AirExpress; additional carriers and destinations are on the horizon. Located in the heart of the Ozarks and centrally located in the Midwest, the airport also boasts a state of the art FBO, Branson JetCenter and a full service travel agency and public charter operator, FlyBranson Travel LLC d/b/a Branson AirExpress. The Airport offers a total of 10 nonstop destinations with one stop connections to over 100 destinations; on Frontier Airlines to Austin, Denver, Milwaukee and Phoenix; on AirTran Airways to Atlanta, Baltimore/Washington, Chicago, Houston and Orlando, and on Branson AirExpress to Dallas. For more information visit www.FlyBranson.com or call toll free 1-888-FLY-BKG1 (1-888-359-2541).

The Southwest Airlines press release follows:

-more-

Add One

Southwest/AirTran Announce Expanded Winter Schedule For Branson

**SOUTHWEST AIRLINES AND AIRTRAN AIRWAYS RELEASE
JANUARY AND FEBRUARY FLIGHT SCHEDULES**

DALLAS, July 25, 2011 --Southwest Airlines (NYSE: LUV) and AirTran Airways today each released flight schedules for January 8, 2012, through March 9, 2012. Today's schedule release reflects the first effort by Southwest and AirTran to coordinate published schedules. While the airlines' networks are not connected at this point, both airlines are working together to publish the best flight schedules to the places Customers want to go.

The schedule coordination is a first effort by both airlines to maximize operations and prepare for full integration. Southwest Airlines has also continued to optimize its network to better match capacity to demand. Customers will see some shifts in capacity due to the typical slowing of demand in the winter months matching supply of seats with passenger demand, and continued pruning of unproductive flying due to high fuel costs. Southwest is pleased to announce some additional routes coming into the schedule. To book Southwest flights through March 9, 2012, please visit: www.southwest.com. To view a comprehensive chart of the Southwest schedule changes, please visit www.swamedia.com.

BEGINNING JANUARY 7, 2012 (open for sale today):

- One new daily nonstop roundtrip between Nashville and Fort Myers.
- One new daily nonstop roundtrip between Denver and Providence.
- One new daily nonstop roundtrip between Ft. Lauderdale/Hollywood and Manchester.
- One new daily nonstop roundtrip between Ft. Lauderdale/Hollywood and Milwaukee.

BEGINNING FEBRUARY 12, 2012 (open for sale today):

- One new daily nonstop roundtrip between Long Island/Islip and Fort Myers.

"As we move toward full integration, we continue looking for ways to optimize operations and schedules at both Southwest and AirTran," said Bob Jordan, Southwest Airlines Executive Vice President of Strategy and Planning and AirTran Airways President. "The airline industry is facing many challenges including significantly higher fuel costs. We must do everything we can to operate efficiently, continue to offer schedules that best match capacity to demand, and deliver the legendary Customer Service both airlines are known for."

To read a blog post about the schedule changes, please visit www.blogsouthwest.com. To book AirTran flights through March 9, 2012, please visit: www.airtran.com.

About Southwest Airlines Co.

In its 40th year 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 and has recently acquired AirTran Airways, now a wholly owned subsidiary of Southwest Airlines Co. Southwest serves 72 cities in 37 states and 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(TM). Based in Dallas, Southwest currently operates more than 3,400 flights a day and has more than 35,000 Employees systemwide.

About AirTran Airways

AirTran Airways is a wholly owned subsidiary of Southwest Airlines Co. and has been ranked the top airline in the Airline Quality Rating study twice in the past four years. AirTran offers Gogo Inflight Internet connectivity and coast-to-coast service on North America's newest all-Boeing fleet. The airline's low-cost, high-quality product also includes assigned seating, Business Class and complimentary SiriusXM Satellite Radio on every flight.

www.southwest.com

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