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NEWS RELEASE

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**AIRPORT BUSINESS MAGAZINE RECOGNIZES BOURK AS
“THE BEST AND BRIGHTEST” IN THE INDUSTRY**

BRANSON, MISSOURI (September 5th, 2012)- The August/September issue of Airport Business Magazine recognizes Jeff Bourk, Executive Director of the Branson Airport, as the Aviation Industries “Best and Brightest 40 Under Forty”.

Airport Business magazine is the most widely circulated and audited business publication that targets professionals who manage airports, airport-based businesses, and corporate flight facilities in North America. The publication’s subscribers run the North American Air Transportation system and the publication itself is considered to be the leading publication in the airport management business. The magazine is published 8 times annually; Airport Business seeks to help airport related businesses run their operations more effectively by sharing case studies of what others are doing successfully and by providing expert analysis, industry news, and product information.

“It is truly an honor to be recognized by Airport Business magazine, especially when it’s among all of these other amazing leaders in the aviation industry” says Jeff Bourk. “Over the magazines 27 year history there have been so many industry leaders recognized and commended for their commitments to the industry. I am truly proud to be recognized in this way by a publication I have respected for so many years. I couldn’t have asked for a better follow-up to the Southwest Airlines’ announcement last week.”

The honor was released by Airport Business Magazine just after the news that Southwest Airlines will be arriving in Branson March 9th, 2013 as the 79th official city to be added to the team roster. Southwest Airlines will fly non-stop to Chicago, Houston, Dallas and Orlando with connecting service to 67 other Southwest Airlines markets. The new service represents a significant increase in capacity at the Branson Airport over 2012 to the “Live Music Show Capital of the World.” Tickets are available for purchase now at www.southwest.com.

About Branson Airport

The Branson Airport currently has 6 nonstop destinations and one stop connecting service to more than 100 major cities in the United States. Nonstop destinations include: Atlanta, Baltimore/Washington, Chicago, Houston and Orlando on AirTran Airways; and Denver on Frontier Airlines. For a complete list of destinations available at the Branson Airport, visit www.FlyBranson.com.

Known for the unique airport experience and unparalleled customer service, Branson Airport LLC is the first privately developed and operated commercial service airport in the United States. Branson Airport is currently serviced by AirTran Airways, Frontier Airlines, Branson AirExpress,

and most currently Southwest Airlines; allowing passengers the ability to access over 100 destinations all on low cost carriers. 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, FlyBranson Travel. For more information visit www.FlyBranson.com or call toll free 1-888-FLY-BKG1 (1-888-359-2541).

ABOUT SOUTHWEST AIRLINES CO.

In its 42nd year of service, Dallas-based Southwest Airlines (NYSE: LUV) continues to differentiate itself from other low-fare carriers by providing a *reliable product with exemplary Customer Service*. Including wholly owned subsidiary AirTran Airways, the Company now serves 97 destinations in 41 states, the District of Columbia, the Commonwealth of Puerto Rico, six near-international countries, and employs more than 46,000 People.

Visit southwest.com/citizenship to read the Southwest Airlines One Report™ and see how Southwest is doing its part to be a good citizen while underscoring a commitment to the triple bottom line of Performance, People, and Planet.

Southwest Airlines

Southwest Airlines, one of the most honored airlines in the world, is the nation's largest carrier in terms of originating domestic passengers boarded. Southwest currently operates more than 3,200 flights a day and serves the communities around 76 airports in Southwest's network of domestic destinations. To book a flight, visit southwest.com.

AirTran Airways

AirTran Airways, a wholly owned subsidiary of Southwest Airlines Co., has been ranked the top airline in the Airline Quality Rating study three times in the past five years. AirTran offers coast-to-coast and near-international service with nearly 700 flights a day on North America's newest all-Boeing fleet. The airline's low-cost, high-quality product also includes assigned seating and Business Class. To book a flight, visit airtran.com.

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