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NEWS RELEASE

FOR IMMEDIATE RELEASE:

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SOUTHWEST AIRLINES IS LANDING IN BRANSON

BRANSON, MISSOURI (August 27th, 2012)- The announcement from Southwest Airlines headquarters came earlier today that Branson, Missouri is officially the 79th city to be added to the Southwest Airlines team roster.

March 9th, 2012 will mark the official transition from AirTran Airways to Southwest Airlines at its Branson Airport station. On that day, the first official scheduled flights operated on Southwest Airlines, will depart to:

Southwest's Branson Service:

- One daily nonstop flight between Branson and Dallas Love Field
- One daily nonstop flight between Branson and Houston Hobby
- One daily nonstop flight between Branson and Chicago Midway
- One Saturday-only nonstop flight between Branson and Orlando

By adding direct and connecting flights, Southwest Airlines will offer service between Branson and 67 Southwest cities! Compared to last year's AirTran Airways service for the same time period, Southwest Airlines this year will nearly be tripling the number of weekly seats, to and from the "Live Music Show Capital of the World."

To celebrate the new Branson service, Southwest announced a fare sale of \$79* one-way between Branson and Dallas (Love Field), Chicago (Midway), or Houston (Hobby) as well as \$99 to Orlando. These fares must be booked by Sept. 6, 2012, for travel between March 9, 2013, and April 11, 2013 (blackout date of April 2, 2013, applies). See fare rules below. To take advantage of these special fares, visit www.southwest.com.

"Southwest Airlines is proud to bring low fares, great Customer Service, and our red-bellied 737s to Branson," said Bob Montgomery, Southwest Airlines' Vice President of Airport Affairs. "We are looking forward to serving the community and offering more new destinations to Branson Customers."

"Not only are we excited for the positive effect that the Southwest Airlines brand will have on the Branson Airport, but for the positive economic impact it will have on the surrounding communities" says Jeff Bourk, Executive Director of Branson Airport. "Southwest has the ability to bring in passengers that never had the ability to fly to Branson in the past, because of that we should see a great increase to the number of visitors who choose to fly to Branson."

Cities that passengers can now connect to within the Southwest Airlines network include: Akron/Canton (CAK), Albany (ALB), Albuquerque (ABQ), Amarillo (AMA), Atlanta (ATL), Baltimore (BWI), Birmingham (BHM), Boise (BOI), Boston Logan(BOS), Buffalo (BUF), Burbank (BUR), Charleston (CHS), Chicago Midway (MDW), Cleveland (CLE), Columbus (CMH), Corpus

Christi (CRP), Dallas Love (DAL), Denver (DEN), El Paso (ELP), Ft. Lauderdale (FLL), Ft. Meyers (RSW), Greenville/Spartanburg (GSP), Harlingen (HRL), Hartford (BDL), Houston Hobby (HOU), Indianapolis (IND), Jackson (JAN), Jacksonville (JAX), Kansas City (MCI), Key West (EYW), Las Vegas (LAS), Long Island (ISP), Los Angeles (LAX), Louisville (SDF), Lubbock (LBB), Manchester (MHT), Midland/Odessa (MAF), Minneapolis/St. Paul (MSP), Nashville (BNA), New Orleans (MSY), New York LaGuardia (LGA), Newark (EWR), Norfolk (ORF), Oakland (OAK), Oklahoma City (OKC), Omaha (OMA), Ontario (ONT), Orange County (SNA), Orlando (MCO), Panama City Beach (ECP), Philadelphia (PHL), Phoenix (PHX), Pittsburgh (PIT), Portland (PDX), Providence (PVD), Raleigh/Durham (RDU), Reno/Tahoe (RNO), Sacramento (SMF), St Louis (STL), Salt Lake City (SLC), San Antonio (SAT), San Diego (SAN), San Jose (SJC), Seattle/Tacoma (SEA), Tampa Bay (TPA), Tulsa (TUL), and Washington Dulles (IAD).

You can view the official Southwest Airlines press release by clicking [here](#).

For complete footage and pictures of Monday's "Southwest Airlines is Landing in Branson" pep rally event click [here](#).

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.

ADDITIONAL FARE RULES

Fares are available only on www.southwest.com and www.swabiz.com and can be purchased today, through Sept. 6, 2012, 11:59 pm PT. Travel must take place between March 9, 2013, and April 11, 2013. Blackout date of April 2, 2013, applies. Fares are valid for travel every day except Fridays and Sundays. 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, except Senior Fares. When combining fares, all rules and restrictions apply. Fares are nonrefundable but may be applied toward the purchase of future travel on Southwest Airlines. 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.

* Government-imposed taxes and fees are now included in the advertised fare. To comply with new government regulations, all airlines must include government-imposed taxes and fees in advertised air fares.

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