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**NEWS RELEASE**

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**SOUTHWEST AIRLINES ARRIVING IN BRANSON IN 2013**

**BRANSON, MISSOURI – July 3, 2012** – Southwest Airlines and its wholly owned subsidiary AirTran Airways confirmed today that Southwest Airlines will be officially arriving in Branson, Missouri in 2013.

Branson Airport and Southwest Airlines officials have amended their original agreement with AirTran Airways and signed a multi-year agreement with Southwest Airlines. Most likely in the first half of 2013, Branson Airport passengers will see the transition of AirTran Airways to Southwest Airlines. The airline's fares and flights will be announced at a later date.

"We are thrilled with the news that we will have Southwest Airlines' red-bellied aircraft touching down in Branson," said Jeff Bourk, Executive Director of the Branson Airport. "Southwest Airlines presence in this region will do enormous things for the economic development of the entire Southwest Missouri and Northwest Arkansas area."

"We're looking forward to extending the Southwest Airlines route map to Branson next year," said Pete Houghton, Southwest Airlines Senior Director of Airport Affairs. "We look forward to announcing further details soon."

The Branson Airport currently has 8 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; Denver on Frontier Airlines; and Austin and Nashville on Branson AirExpress. For a complete list of destinations available at the Branson Airport, visit [www.FlyBranson.com](http://www.FlyBranson.com).

### **About Branson Airport**

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, and Branson AirExpress 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](http://www.FlyBranson.com) or call toll free 1-888-FLY-BKG1 (1-888-359-2541).

### **About Southwest Airlines**

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. Southwest serves 73 cities in 38 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](http://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 46,000 Employees systemwide.

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