



MEDIA: Please call Public Relations (214) 792-4847

CUSTOMERS: Please Call Reservations 800-1 FLY SWA (435-9792)

EN ESPAÑOL: 800-VAMONOS (826-6667)

SOUTHWEST AIRLINES CELEBRATES 20 YEARS OF LUV IN INDIANAPOLIS

DALLAS –April 3, 2009 – Southwest Airlines and its 75 Indianapolis Employees today are celebrating the airline’s 20th year of service at the Indianapolis International Airport (IND).

“Indianapolis is a great place to live and work. We are thrilled to be celebrating 20 years of service here in the Hoosier State,” said Dave Demeyer, Southwest Airlines’ Indianapolis Station Leader. “Our Employees remain committed to continuing to serve the city and helping it flourish.”

Indianapolis (IND) statistics:

- Southwest began service in IND on April 3, 1989, with 11 daily nonstop departures to two cities, Detroit and St. Louis
- Southwest currently offers 21 daily nonstop departures to nine cities: Baltimore/Washington, Chicago Midway, Denver, Jacksonville, Kansas City, Las Vegas, Orlando, Phoenix, and Tampa Bay.
- Southwest gives Customers the Freedom to Fly from Indianapolis to 46 destinations across the country on convenient nonstop, direct, or connecting service.
- IND-based Employees: 75
- IND was the 27th Station to open its doors in the Southwest Airlines system

Additionally, Southwest Airlines will be celebrating with its Employees and Customers today with a 1989 themed party. The carrier is hosting the celebration at its gates in IND, complete with decorations and costumes from the 80s. Games and prizes will go on throughout the day, including “Gate Games” where Southwest Airlines will ask 80s trivia questions and Customers will have the chance to win some “totally awesome” 80s prizes! Other activities include:

- DJ playing hits from the 80s
- Decorations and costumes from the 80s, including 80s bands, movie posters and Rubik’s Cubes!
- Arcade games located throughout gates B3, B4, and B5.
- Special online “DING!” fare to commemorate the 20th anniversary. Download “DING!” to your desktop from www.southwest.com to take advantage of this and all special offers.

—more—

2/IND 20th Anniversary

- Southwest Airlines is teaming up with WZPL 99.5 FM and 107.9 The Track for the “**Southwest Airlines 20th Anniversary in Indy**” promotion. The Smiley Morning Show will give away five pairs of tickets to the Def Leppard/Poison show in Indianapolis as well as a pair of concert tickets and roundtrip airfare to attend the show in Tampa Bay.

Southwest is the only U.S. airline to remain consistently profitable this decade. Southwest has among the lowest cost structures and strongest balance sheets of any major U.S. airline. At Southwest Airlines, Customers get low fares and no hidden fees. You can check your first two bags for free, there are no change fees, no fees for a window or aisle seat, and, as always, snacks, sodas, and smiles are all complimentary!

After almost 38 years of service, Southwest Airlines, the nation's leading low-fare carrier, continues to differentiate itself from 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 on its young all-Boeing 737 fleet. Southwest recently updated its gate areas and improved its boarding procedure to make flying Southwest even more convenient and simple. Southwest Airlines (NYSE: LUV), the nation's largest carrier in terms of domestic passengers enplaned, currently serves 65 cities in 33 states. Based in Dallas, Southwest currently operates more than 3,300 flights a day and has more than 35,000 Employees systemwide.

www.southwest.com

Media Please Contact:
Public Relations at 214/792-4847