

New International Service

SOUTHWEST AIRLINES® ADDS FLIGHTS THROUGHOUT CALIFORNIA AND EXPANDS INTERNATIONAL OPTIONS IN KEY CITIES

Airline adds 19 new routes from California cities including international service for San Jose and Sacramento; Both Columbus and New Orleans also gain new international route

DALLAS—Aug. 28, 2017—**Southwest Airlines Co.** (NYSE: LUV) announced today a substantial investment for its California travelers and communities served as it extended its bookable flight schedule through June 1, 2018. Carrying more passengers to, from, and within the great state of California¹, Southwest is thanking its loyal Golden State Customers with even more flights including nearly 20 new nonstop routes and increasing frequency to 27 existing routes as well as opening new international gateways.

¹*Based on U.S. DOT O&D Survey from grouped by years 1998-2016*

Effective March 10, 2018

New nonstop service will be offered on Saturdays between both California cities of San Jose and Sacramento and San Jose del Cabo/Cabo San Lucas, subject to requisite government approvals. Additionally, San Diego Customers will be able to enjoy nonstop service on Saturdays and Sundays to and from Puerto Vallarta, complementing daily international service between San Diego and San Jose del Cabo/Cabo San Lucas, Mexico.

Effective April 8, 2018

Among the new routes, travelers can enjoy daily nonstop service between:

Fort Lauderdale	and	Jacksonville (Three daily flights)
Sacramento	and	Austin
Sacramento	and	St. Louis
San Francisco	and	Austin
San Jose, CA	and	Boise
San Jose, CA	and	Houston (Hobby)
San Jose, CA	and	St. Louis
San Jose, CA	and	Spokane

Effective May 6, 2018

San Jose, CA and Orlando
Sacramento and Orlando

New Service to Cancun

The carrier also announced today that, beginning April 14, 2018, nonstop service on a seasonal basis is intended to operate on Saturdays between Cancun and both Columbus, Ohio, and New Orleans, both routes subject to requisite government approvals.

Seasonal Returning Routes

The airline also published returning seasonal nonstop routes throughout the country. Effective Sunday, April 8, 2018, Southwest will operate daily service between Houston and Portland, Ore., and weekend service between Denver and Charleston, S.C. Weekly service on Saturdays between Albuquerque and Orlando, and between Kansas City and Pensacola, Fla., will operate beginning April 14, 2018.

Low-fare seats on these flights and others through June 1, 2018 are all available right now on Southwest.com.

Southwest continues to estimate its year-over-year available seat mile (ASM) growth to be less than four percent in the first half of 2018 and its full year 2018 ASM growth to be less than its 2016 year-over-year ASM growth of 5.7 percent.

Cautionary Statement Regarding Forward-Looking Statements

This news release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. Specific forward-looking statements include, without limitation, statements related to the Company's network and capacity plans, opportunities, and expectations. These statements involve risks, uncertainties, assumptions, and other factors that are difficult to predict and that could cause actual results to vary materially from those expressed in or indicated by them. Factors include, among others, (i) the impact of economic conditions, consumer behavior, fuel prices, actions of competitors (including without limitation pricing, scheduling, capacity, and network decisions and consolidation and alliance activities), and other factors beyond the Company's control, on the Company's business

decisions, plans, and strategies; (ii) the impact of governmental regulations and other governmental actions related to the Company's operations; (iii) the Company's ability to timely and effectively implement, transition, and maintain the necessary information technology systems and infrastructure to support its operations and initiatives; and (iv) other factors, as described in the Company's filings with the Securities and Exchange Commission, including the detailed factors discussed under the heading "Risk Factors" in the Company's Annual Report on Form 10-K for the fiscal year ended Dec. 31, 2016.

ABOUT SOUTHWEST AIRLINES CO.

In its 47th year of service, Dallas-based **Southwest Airlines** (NYSE: LUV) continues to differentiate itself from other air carriers with exemplary Customer Service delivered by more than 55,000 Employees to more than 100 million Customers annually. Southwest proudly operates a network of 101 destinations in the United States and nine additional countries with more than 4,000 departures a day during peak travel season. Service to Turks and Caicos is expected to begin Nov. 5, 2017. On Sept. 5, 2017, Southwest will cease service to Varadero and Santa Clara to concentrate its future Cuba service in Havana.

Based on the U.S. Department of Transportation's most recent data, Southwest Airlines is the nation's largest carrier in terms of originating domestic passengers boarded. The Company operates the largest fleet of Boeing aircraft in the world, the majority of which are equipped with satellite-based WiFi providing gate-to-gate connectivity. That connectivity enables Customers to use their personal devices to view video on-demand movies and television shows, as well as nearly 20 channels of free, live TV compliments of our valued Partners. Southwest created **Transfarency®**, a philosophy which treats Customers honestly and fairly, and in which low fares actually stay low. Southwest is the only major U.S. airline to offer bags fly free® to everyone (first and second checked pieces of luggage, size and weight limits apply, some airlines may allow free checked bags on select routes or for qualified circumstances), and there are no change fees, though fare differences might apply. The airline proudly unveiled a bold new look: *Heart*. A new logo, aircraft livery, interior design featuring a new seat and Flight Attendant galley, Employee-designed uniforms, and an updated airport experience all showcase the dedication of Southwest Employees who connect Customers with what's important in their lives.

From its first flights on June 18, 1971, Southwest Airlines launched an era of unprecedented affordability in air travel described by the U.S. Department of Transportation as "The Southwest Effect," a lowering of fares and increase in passenger traffic whenever the carrier enters new markets. With 44 consecutive years of profitability, Southwest is one of the most honored airlines in the world, known for a triple bottom line approach that contributes to the carrier's performance and productivity, the importance of its People and the communities they serve, and an overall commitment to efficiency and the planet. The 2016 Southwest Airlines One Report™ can be found at **SouthwestOneReport.com**.

Book Southwest Airlines' low fares online at [Southwest.com](https://www.southwest.com) or by phone at 800-I-FLY-SWA.

Media Contacts:

Visit the Southwest Newsroom at [swamedia.com](https://www.swamedia.com) for multi-media assets and other Company news

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