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## **SOUTHWEST AIRLINES CELEBRATES 30 YEARS OF LUV IN EL PASO**

### ***Airline to Offer El Paso Travelers a Full Day of Special DING! Fares***

**EL PASO, TX**—June 26, 2007— Southwest Airlines and its 140 El Paso-based Employees today are celebrating the airline’s 30th year of service at El Paso International Airport.

“We are excited to celebrate 30 years of legendary Customer Service, frequent flights, and low fares,” said Greg Wells, Southwest Airlines’ Senior Vice President of Operations. “We thank our El Paso Employees and Customers for 30 wonderful years, and we look forward to many more to come.”

Southwest is celebrating its landmark anniversary today by having representatives from the airport, convention center & visitors bureau, and chamber of commerce break a piñata full of Southwest’s famous peanuts to kick off the party. Additional elements of today’s celebration include prize giveaways and trivia contests in the gate area along with complimentary cookies for Customers.

Other noteworthy statistics:

- Southwest Airlines carried approximately 760,125 passengers to and from El Paso in 2006.
- Southwest Airlines accounted for more than 59 percent of the market share at El Paso International Airport in 2006.
- Southwest Airlines’ economic impact in El Paso totaled more than \$40 million in 2006.
- Southwest Airlines invests nearly \$114 million a year in resources to serve El Paso.

**Today only, Southwest Airlines will offer its El Paso Customers a full day of special DING! fares. These special DING! fares will be available for El Paso Customers between 8 a.m. and 8 p.m. on June 26, 2007.**

—more—

## 2/ELP 30<sup>th</sup> Anniversary

**DING!** is the first-ever “direct link” to Customers’ computer desktops, delivering discounted fares to a variety of Southwest Airlines destinations. **To take advantage of these super low DING! fares, Customers must first download DING! by visiting:** [http://www.southwest.com/ding/what\\_is\\_ding.html?refId=200703000000065&SR C=PR ELP 062607](http://www.southwest.com/ding/what_is_ding.html?refId=200703000000065&SR C=PR ELP 062607)

El Paso-based members of Southwest Airlines Rapid Rewards frequent flyer program have reason to celebrate as well. **Rapid Rewards Members flying in and out of El Paso International Airport on June 26, 2007, will receive a bonus credit in honor of Southwest Airlines’ 30<sup>th</sup> anniversary in El Paso.**

After 36 years of service, Southwest Airlines continues to offer the best value in airline travel. Southwest offers a very comfortable ride with premium all leather seats and plenty of legroom. Customers enjoy complimentary pillows, blankets, snacks, juice, soda, and water on all flights. Since 1987, the airline has maintained the lowest Customer complaint ratio to Customers boarded as published in the Department of Transportation’s *Air Travel Consumer Report*. Southwest Airlines (NYSE: LUV), the nation’s largest carrier in terms of domestic passengers enplaned, currently serves 63 cities in 32 states. Based in Dallas, Southwest currently operates more than 3,300 flights a day and has more than 33,000 Employees systemwide.

[www.southwest.com](http://www.southwest.com)

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