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Southwest Airlines Begins Nonstop Service Between Louisville and Denver

Louisville, KY (November 5, 2012) – Today, Southwest Airlines launched new daily, nonstop service between Louisville International Airport (SDF) and Denver International Airport (DEN). The new flight (on a 143-seat Boeing 737 aircraft) provides convenient access to one of the region’s top destinations and easy connections to dozens of cities in the Southwest network.

“Increasing choices and access between major markets in the western U.S. has been a primary air-service goal of ours. We are pleased that Southwest has chosen to add this new service and applaud their efforts to make travel from Louisville more convenient and affordable,” noted Skip Miller, Executive Director of the Louisville Regional Airport Authority.

“We’re pleased to offer service to our Customers on this route with nonstop options as Southwest prepares to celebrate twenty years of serving Louisville Metro and growing air service here,” said Myles Hanna, Southwest Airlines Louisville Station Manager. “In fact, passenger boardings for this airport increased more than 97 percent in the first eight years of Southwest Airlines service in Louisville.”

With this announcement, Southwest Airlines offers 17 daily nonstop flights to nine destinations including Baltimore, Chicago/Midway, Denver, Las Vegas, Orlando, Phoenix, St. Louis, Tampa and service to Atlanta, which began on August 12, 2012. For more information about Southwest Airlines at Louisville International Airport (SDF), visit swamedia.com.

Schedule: Effective November 5, 2012

Depart	Arrive	Days of Week
Louisville	Denver	Daily
4:05 p.m.	5:10 p.m.	
Denver	Louisville	Daily
11:15 a.m.	3:40 p.m.	

Tickets are on sale now and can be purchased through southwest.com.

Louisville International Airport offers convenient nonstop service to 24 destinations and connecting service to hundreds of cities worldwide.

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Louisville International Airport (SDF) www.flylouisville.com Bowman Field (LOU)

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 reliability and exemplary Customer Service delivered by 46,000 Employees to more than 100 million Customers every year. Including wholly owned subsidiary AirTran Airways, the Company operates the largest fleet of Boeing aircraft in the world to serve 97 destinations in 41 states, the District of Columbia, the Commonwealth of Puerto Rico, and six near-international countries. 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

From its first flights on June 18, 1971, Southwest Airlines launched an era of unprecedented affordability in air travel quantified by the U.S. Department of Transportation as “The Southwest Effect,” a lowering of fares wherever the carrier serves. Southwest now flies the most passengers nonstop of any U.S. airline and stands alone among major air carriers in offering all Customers the first two pieces of checked luggage (weight and size limitations apply) and all ticket changes without additional fees. On every flight, Southwest consistently offers leather seating and the comfort of full-size cabins across the world’s largest fleet of Boeing 737 aircraft, many of which are being equipped with satellite-based WiFi connectivity and a new, eco-friendly cabin interior featuring sustainable materials. Having achieved a 39th consecutive year of profitability, the People of Southwest operate more than 3,100 flights a day and serve communities around 78 airports in Southwest’s network of domestic destinations. Southwest Airlines’ frequent flights and low fares are available only at southwest.com.

AirTran Airways

AirTran Airways, a wholly owned subsidiary of Southwest Airlines Co., has been ranked 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 close to 600 flights a day to 54 destinations. The carrier’s low-cost, high-quality product includes assigned seating and Business Class. As Southwest continues to integrate AirTran’s People, places, and planes into Southwest Airlines, Customers of both carriers may book flights at airtran.com and exchange earned loyalty points between both AirTran’s A+ Rewards® and Southwest’s Rapid Rewards® for reward travel on either airline.