

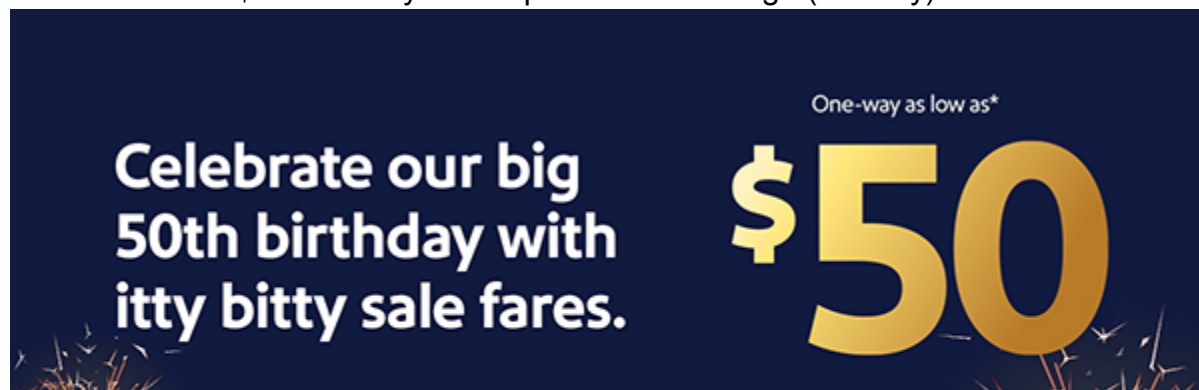
Southwest Airlines celebrates 50th anniversary with fares as low as \$50 one-way in a nationwide sale

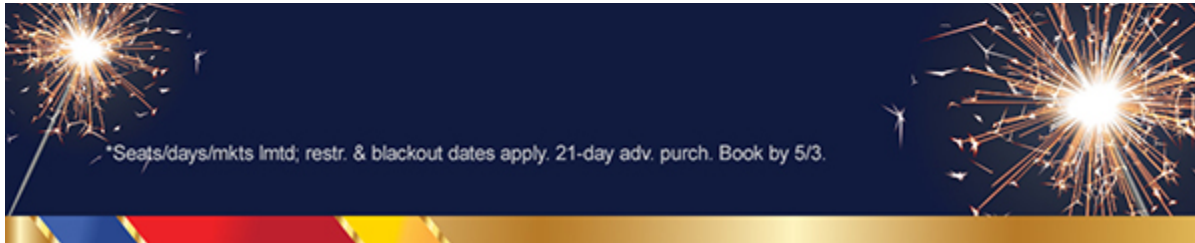
[Southwest Airlines Co.](#) (NYSE: LUV) today launched a fare sale offering fares as low as \$50 one way to commemorate the carrier's 50th Anniversary. Book today, April 12, 2021, through May 3, 2021, 11:59 p.m., Central Daylight Time. Continental U.S., San Juan, Puerto Rico, and international travel valid May 3, 2021, through May 26, 2021, and Sept. 7, 2021, through Nov. 5, 2021. Travel continental U.S. to and from Hawaii is valid May 3, 2021, through May 26, 2021, and Aug. 9, 2021, through Nov. 5, 2021.

Wanna Get Away®? Take a walk on the beach or travel off the beaten path; whatever the adventure looks like, Southwest is ready to take Customers to the places they love to explore. Customers who take advantage of this sale can head to one of their favorite vacation destinations. With low fares, a growing network, and flexible policies (including no cancellation fees, no change fees, and bags fly free®**), Customers are in for an "awe5ome" adventure.

Seats, days, and markets are limited. Blackout dates and 21-day advance purchase requirements apply. See a full list of fares, fare rules, and terms and conditions below and at [Southwest.com](#). Examples of one-way low fares include:

- As low as \$50 one-way nonstop between Houston (Bush) and New Orleans,
- As low as \$50 one-way nonstop between Santa Barbara, Calif. and Las Vegas,
- As low as \$50 one-way nonstop between Long Beach, Calif. and San Jose, Calif.,
- As low as \$67 one-way nonstop between St. Louis and Nashville, and
- As low as \$94 one-way nonstop between Chicago (Midway) and Charlotte.





*Seats/days/mkts lmtd; restr. & blackout dates apply. 21-day adv. purch. Book by 5/3.

These \$50 fares, throughout the carrier's published flight schedule now open through Nov. 5, 2021, can be purchased at [Southwest.com](https://www.southwest.com).

The Southwest Effect

Southwest Airlines returns to Houston (Bush Intercontinental) after a 16-year absence, and launches new Southwest service in Santa Barbara, Calif.! New service furthers an important aspect of Southwest's 50-year history: bringing growth, low fares, and unique value that continues to revolutionize the airline industry.

Southwest's low-cost model has encouraged fare competition in local markets for five decades. U.S. Department of Transportation (DOT) researchers officially turned their focus to studying the phenomenon, naming it [The Southwest Effect](#) in 1993. Their research found when Southwest enters a market, fares drop and overall passenger traffic increases. At a time when air travel in the United States was dominated by legacy carriers, Southwest was disrupting the status quo on a consistent basis. The Southwest Effect remains a phenomenon as the Southwest [Heart continues to grow](#).

Wanna get up to 5,000 points closer to your next adventure?

Don't let those points fly away! Join Rapid Rewards® today, then book and fly two round trips or four one-way trips from April 1, 2021, through May 31, 2021, to earn 5,000 bonus points.*

Southwest's award-winning Rapid Rewards program makes it easy to earn points that can be redeemed for travel anywhere Southwest flies. And, Rapid Reward points never expire. Learn more by visiting [Southwest.com/RapidRewards](https://www.southwest.com/RapidRewards)

SOUTHWEST AIRLINES FARE SALE RULES

A 21-day advance purchase is required. Purchase today, April 12, 2021, through May 3, 2021, 11:59 p.m. Central Daylight Time. Continental U.S., San Juan, Puerto Rico, and international travel valid May 3, 2021, through May 26, 2021; and Sept. 7, 2021, through Nov. 5, 2021. Travel continental U.S. to/from Hawaii is valid May 3, 2021, through May 26, 2021, and Aug. 9, 2021, through Nov. 5, 2021. Continental U.S. travel is blacked out Oct. 11, 2021, and Nov. 1, 2021. Travel to continental U.S. from Hawaii is blacked out Aug. 9, 2021, through Aug. 15, 2021. Except as otherwise specified, continental U.S. travel is not valid on Fridays and Sundays. Travel to Ft. Myers/Naples, Ft. Lauderdale, Miami, West Palm Beach, Tampa, Orlando, Sarasota/Bradenton,

Pensacola, Panama City Beach, Fla., Destin-Fort Walton Beach, Fla., Savannah/Hilton Head, Myrtle Beach, S.C., Steamboat Springs, Colo., Montrose (Telluride/Crested Butte), Colo., Las Vegas, Santa Barbara, Calif., and Bozeman is valid only on Sundays through Wednesdays. Travel from Ft. Myers/Naples, Ft. Lauderdale, Miami, West Palm Beach, Tampa, Orlando, Sarasota/Bradenton, Pensacola, Panama City Beach, Fla., Destin-Fort Walton Beach, Fla., Savannah/Hilton Head, Myrtle Beach S.C., Steamboat Springs, Colo., Montrose (Telluride/Crested Butte), Colo., Las Vegas, Santa Barbara Calif., and Bozeman is valid only on Tuesdays through Fridays. Travel between Ft. Myers/Naples, Ft. Lauderdale, Miami, West Palm Beach, Tampa, Orlando, Sarasota/Bradenton, Pensacola, Panama City Beach, Fla., Destin-Fort Walton Beach, Fla., Savannah/Hilton Head, Myrtle Beach, S.C., Steamboat Springs, Colo. Montrose (Telluride/Crested Butte), Colo., Las Vegas, Santa Barbara, Calif., and Bozeman is valid only on Tuesdays and Wednesdays. Travel continental U.S. to/from Hawaii is valid Monday through Thursday. Travel to/from San Juan, Puerto Rico is valid Monday through Thursday. International travel is valid Monday through Thursday. Travel to Mexico is valid only on Sundays through Wednesdays. Travel from Mexico is valid only on Tuesdays through Fridays. Fares valid on nonstop service where indicated; if not indicated, fares are valid on single connecting service. Displayed prices include all U.S. and international government taxes and fees. Rapid Rewards® points bookings do not include taxes, fees, and other government/ airport charges of at least \$5.60 per one-way flight. Seats and days are limited. Fares may vary by destination, flight, and day of the week and won't be available on some flights that operate during very busy travel times and holiday periods. Travel is available for one-way Wanna Get Away fares. Fares may be combined with other Southwest Airlines combinable fares. If combining with other fares, the most restrictive fare rules apply. Sale fares may be available on other days of the week, but that's not guaranteed. Fares are nonrefundable but may be applied toward future travel on Southwest Airlines, as long as reservations are canceled at least 10 minutes prior to the scheduled departure. Failure to cancel prior to departure will result in forfeiture of remaining funds on the reservation. Any change in itinerary may result in an increase in fare. Standby travel may require an upgrade to the Anytime fare depending on Rapid Rewards tier status. Fares are subject to change until ticketed. Offer applies only to published, scheduled service.

**At Southwest Airlines, there are no [change fees](#) (fare difference may apply), no cancel fees (failure to cancel a reservation at least 10 minutes prior to scheduled departure may result in forfeited travel funds), and [bags fly free](#) (first and second checked bags, weight and size limits apply).

SOUTHWEST AIRLINES RAPID REWARDS OFFER RULES

*Terms and conditions: To be eligible for this promotion, you may not be a current Rapid Rewards Member, you will need to enroll in Rapid Rewards, and you will need to provide your Rapid Rewards account number at the time of booking. Once you complete and submit the enrollment

form, you will be automatically registered for this promotion if all eligibility requirements are met. How it works: Enroll in Rapid Rewards between April 1, 2021, and May 31, 2021, ("Promotional Period"). After you enroll during the Promotional Period, book your first round trip or two one-way qualifying flights, then fly before May 31, 2021, to earn 3,000 Rapid Rewards bonus points. Book and fly a second round trip or two more one-way qualifying flights during the Promotional Period and earn an additional 2,000 Rapid Rewards bonus points. To be eligible for this promotion, you may not be a current Rapid Rewards Member, you must enroll in Rapid Rewards during the Promotional Period, and enrollment must be completed prior to commencement of travel. Member's qualifying flight(s) must be booked through Southwest Airlines during the Promotional Period for travel during the Promotional Period. Member's flight(s) must be completed during the Promotional Period. Member's Rapid Rewards account number must be entered at the time of booking Member's qualifying flight(s) to earn the 3,000 Rapid Rewards bonus points for the first round trip or two one-way flights. To earn the additional 2,000 Rapid Rewards points, Member must book and fly additional qualifying flight(s) during the Promotional Period. You are not eligible for this promotion or any portion of the bonus points if you enroll under a false name. If a Member books and flies more than two round trips or four one-way flights during the Promotional Period, Member will still receive only a total of 5,000 Rapid Rewards bonus points. A qualifying flight is two one-way revenue flights on Southwest Airlines from an origin city to a destination city, including any intermediate stops and/or connections or a round trip revenue flight on Southwest Airlines from an origin city to a destination city and back to the originating airport or carrier-recognized co-terminal. Travel booked or flown prior to enrollment in Rapid Rewards is not eligible for this Rapid Rewards bonus points offer. Rapid Rewards earned points are calculated using base fare. Member will receive 12 points per dollar spent on Business Select® fares, 10 points per dollar spent on Anytime fares, and six points per dollar spent on Wanna Get Away fares. Bonus points are in addition to the standard flight points earned through Rapid Rewards. Bonus points will not count toward A-List, A-List Preferred, or Companion Pass qualification. Member will receive bonus Rapid Rewards points within four weeks after completion of entire ticket. Charter flights, group travel, Companion Pass, Southwest Vacation packages, and reward travel do not qualify for the promotion. Valid on Southwest Airlines published scheduled service. Changes made to the itinerary after purchase may eliminate qualification for the promotion. This promotion cannot be combined with any other promotion. All Rapid Rewards rules and regulations apply and can be found at [Southwest.com/rrterms](https://www.southwest.com/rrterms). Southwest reserves the right to amend, suspend, or change the Rapid Rewards program and/or Rapid Rewards program rules at any time without notice. Rapid Rewards Members do not acquire property rights in accrued points. The number of Rapid Rewards points needed for a particular Southwest flight is set by Southwest and will vary depending on destination, time, day of travel, demand, fare type, point redemption rate, and other factors, and is subject to change at any time until the booking is confirmed.

ABOUT SOUTHWEST AIRLINES CO.

In its 50th year of service, Dallas-based [Southwest Airlines Co.](#) continues to differentiate itself from other air carriers with exemplary Customer Service delivered by more than 56,000 Employees to a Customer base that topped 130 million Passengers in 2019. Southwest has a robust network of point-to-point service with a strong presence across top leisure and business markets. In peak travel seasons during 2019, Southwest operated more than 4,000 weekday departures among a network of 101 destinations in the United States and 10 additional countries. In 2020, the carrier added service to Hilo, Hawaii; Cozumel, Mexico; Miami; Palm Springs, Calif.; Steamboat Springs; and Montrose (Telluride), Colo. Thus far in 2021, Southwest has initiated service to both Chicago (O'Hare) and Sarasota/Bradenton on Feb. 14; as well as both Savannah/Hilton Head and Colorado Springs on March 11; and Houston (Bush) and Santa Barbara, Calif. on April 12; and will begin service to Fresno, Calif. on April 25; Destin/Ft. Walton Beach on May 6; Myrtle Beach, S.C. on May 23; Bozeman, Mont. on May 27; and Jackson, Miss. on June 6. The Company has also announced an intention to initiate new service to Eugene, Ore.; and Bellingham, Wash., later this year.

The carrier issued its [Southwest® Promise](#) in May 2020 to highlight new and round-the-clock efforts to support its Customers and Employees well-being and comfort. Among the changes are enhanced cleaning efforts at airports and onboard aircraft, along with a federal mandate requiring every person to wear a mask at all times throughout each flight. Additional details about the Southwest Promise are available at [Southwest.com/Promise](#).

Southwest coined [Transfarency®](#) to describe its purposed philosophy of treating Customers honestly and fairly, and low fares actually staying 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 carriers offer free checked bags on select routes or in qualified circumstances). Southwest does not charge change fees, though fare differences might apply.

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. Learn more about how the carrier gives back to communities across the world by visiting [Southwest.com/citizenship](#).

Book Southwest Airlines' low fares online at [Southwest.com](#) or by phone at 800-I-FLY-SWA.

Media Contacts:

Visit the Southwest Newsroom at [swamedia.com](#) for multimedia assets and other Company news.

Media Relations Team: (214) 792-4847, option 1

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ABOUT SOUTHWEST AIRLINES CO.

[Southwest Airlines Co.](#) operates one of the world's most admired and awarded airlines, offering its one-of-a-kind value and Hospitality at 121 airports across 12 countries. Southwest took flight in 1971 to democratize the sky through friendly, reliable, and low-cost air travel and now carries more air travelers flying nonstop within the United States than any other airline(fn. 1). By empowering its more than 73,000(fn. 2) People to deliver unparalleled Hospitality, the maverick airline cherishes a passionate loyalty among more than 134 million Customers carried in 2025. Southwest leverages a unique legacy and mission to serve communities around the world including harnessing the power of its People and Purpose to put communities at the Heart of its success. Learn more by visiting [Southwest.com/citizenship](https://www.southwest.com/citizenship).

1. Based on U.S. Dept. of Transportation quarterly Airline Origin & Destination Survey as of Q4 2025
2. Fulltime-equivalent active Employees as of March 31, 2026

Media Contacts:

Visit the Southwest Newsroom [atswamedia.com](https://www.southwest.com/newsroom) for multimedia assets and other Company news.

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