

On September 27, 2010, Southwest Airlines Co. ("Southwest") posted the following fact sheets on its [lowfaresfarther.com](http://lowfaresfarther.com) website.



# Fact Sheet

## We are Spreading Low Fares Farther

- Ability to spread more Low Fares to more Consumers
- Significant network expansion
- Opportunity to serve smaller markets
- Access to near-international destinations
- Strengthened low-fare network
- Enables better response to economic conditions and competitive challenges of the airline industry
- Combined network provides improved opportunity for growth





### Airline

Stock Symbol	LUV	AAI
Date founded	June 18, 1971	October 26, 1993
Headquarters	Dallas, Texas	Orlando, Florida



### People

Employees (FULL TIME EQUIVALENT)	34,636	8,083
Top Management	<p>Gary Kelly Chairman, President &amp; Chief Executive Officer</p> <p>Ron Ricks Executive Vice President Corporate Services</p> <p>Michael Van de Ven Executive Vice President &amp; Chief Operating Officer</p> <p>Robert E. Jordan Executive Vice President Strategy &amp; Planning</p>	<p>Robert L. Fornaro Chairman, President &amp; Chief Executive Officer</p> <p>Klaus Goersch Executive Vice President, Operations &amp; Customer Service</p> <p>Stephen Kolski Executive Vice President, Corporate Affairs</p> <p>Steven A. Rossum Executive Vice President &amp; General Counsel</p>



## People (Union & Non-union Representation)

Workgroup				
	Non-union	Union	Non-union	Union
Customer Service Agents		2,753 / IAM	3,075 <small>(Reservations &amp; Customer Services Agents included)</small>	
Reservations				
Dispatchers		179 / TWU 550		72 / TWU
Flight Attendants		9,631 / TWU 556		1,998 / AFA
Flight Instructors		69 / TWU 557	26	
Flight Simulator Technicians		22 / IBT		
Maintenance (+A/C Appearance Techs)		1,949 / AMFA		357 / IBT
Pilots		5,864 / SWAPA		1,532 ALPA
Ramp, Ops & Provisioning		7,545 / TWU 555		
Stock Clerks		169 / IBT		47 / IBT

## Fleet

				
	Non-union	Union	Non-union	Union
Active Aircraft <small>(As of September 27, 2010)</small>	547		138	
Specialty Aircraft	Arizona One California One Florida One Illinois One The June M. Morris Lone Star One Maryland One Nevada One New Mexico One Nolan Ryan Express Shamu Silver One Slam Dunk One The Spirit of Hope The Spirit of Kitty Hawk Spirit One Tinker Bell One Triple Crown One		Colts One Falcons One Ravens One Brewers One Magic One Harry Potter One	

### A Closer Look: Fleet

	Boeing 737-300: 173 Boeing 737-500: 25 Boeing 737-700: 349 = <b>547 total</b>
	Boeing 717-200: 86 Boeing 737-700: 52 = <b>138 total</b>

## At A Glance

	 <b>SOUTHWEST</b>	 <b>AirTran</b>
2009 Revenues <small>(In millions)</small>	\$10,350	\$2,341
2009 O&D Revenue Passengers	approximately 86 million	nearly 20 million
2009 Load Factor	76.0%	79.8%
2009 Departures	1,125,111	251,694
Airports Served <small>(As of September 2010)</small>	69	70

## Awards & Programs

Recent Notable Awards	<ul style="list-style-type: none"> <li>• Airline of the Year" by the Express Delivery &amp; Logistics Association (XLA), 2010</li> <li>• Best Value, Best Consumer On-time Estimates, and Best Luggage Policy of all domestic airlines - <i>Zagat</i>, 2009</li> <li>• Leader in Corporate Social Responsibility - <i>Boston College Center for Corporate Citizenship &amp; Reputation and Institute</i>, 2009</li> <li>• Most Admired Airline - <i>FORTUNE Magazine</i>, 2009</li> <li>• Southwest Airlines Cargo Earns 2009 Quest for Quality Award, <i>Logistics Management magazine</i>, 2009</li> <li>• "Ranked #1 Most Reliable Airline for dependability" <i>Forbes Magazine</i>, 2008</li> <li>• "Readers' Choice Award for Best Airfare Prices" <i>SmarterTravel</i>, 2009</li> <li>• "Ranked #1 Friendliest Airline" <i>TIME.com</i>, 2008</li> </ul>	<ul style="list-style-type: none"> <li>• FAA Aviation Maintenance Technician Diamond Award of Excellence, August 2010 (14th year of winning)</li> <li>• Selected Best Value Airline by <i>Smarter Travel</i>, 2010</li> <li>• Air Transport World Market Leadership Award, 2009</li> <li>• Airline Quality Rating - Top-ranked Carrier, 2008</li> <li>• Airline Quality Rating - Top-ranked Low-Cost Carrier, 2009-2010</li> <li>• Travelzoo - Best Provider of Domestic Air Fare Deals, March 2009</li> <li>• Marketing Sherpa's 2009 Email Awards competition</li> <li>• Airline Quality Rating 2008-Top-ranked airline, April 2008</li> <li>• <i>PRWeek</i> Award for Best Use of Internet Media, with C-K PR, March 2008</li> <li>• <i>Entrepreneur Magazine's</i> Best Airline Value, 2005-2006</li> </ul>
Community Programs	<ul style="list-style-type: none"> <li>• Adopt-A-Pilot</li> <li>• LUV Classic</li> <li>• National Hispanic Cultural Center</li> <li>• Ronald McDonald House Charities</li> <li>• Share the Spirit</li> </ul>	<ul style="list-style-type: none"> <li>• March of Dimes</li> <li>• Habitat for Humanity</li> <li>• American Cancer Society</li> <li>• Make-A-Wish Foundation</li> <li>• Hands On Atlanta</li> </ul>
Frequent Flyer Program	Rapid Rewards	A+ Rewards

## Fun Facts



- Largest airline in the world by boarded number of originating passengers boarded (as of 2009)
- Third-largest passenger fleet of aircraft among all of the world's commercial airlines
- Has carried more passengers than any other U.S. airline since August 2006 for combined domestic and international passengers according to the U.S. Department of Transportation's Bureau of Transportation Statistics
- 37 consecutive years of profitability, a record unmatched in aviation history



- AirTran was the first major airline to have wi-fi installed on all aircraft.
- AirTran launched XM Satellite Radio in 2005 with Elton John's image on the side of the aircraft.
- AirTran has a great partnership with The Coca-Cola Company and serves more Coca-Cola products (19 brands) than any other airline.
- Comedian Mark Malkoff lived on an AirTran aircraft for one month and earned a Guinness World Record by taking more than 130 flights.
- AirTran renamed one of its Boeing 717s "AirTranica" in honor of Danica Patrick's first Indy Racing League win.



## Top 10 Cities

Rank (Number of daily departures as of September 2010)	 SOUTHWEST	 AirTran	Combined
1	Las Vegas 224	Atlanta 202	Las Vegas 230
2	Chicago (Midway) 216	Baltimore/ Washington 51	Chicago (Midway) 228
3	Phoenix 178	Orlando 43	Baltimore/ Washington 222
4	Baltimore/ Washington 171	Milwaukee 32	Atlanta 202
5	Denver 144	Boston 20	Phoenix 180
6	Houston (Hobby) 130	LaGuardia 19	Denver 148
7	Dallas (Love Field) 128	Tampa 15	Houston (Hobby) 135
8	Los Angeles 115	Indianapolis 13	Orlando 132
9	Oakland 109	Ft. Lauderdale 13	Dallas (Love Field) 128
10	San Diego 95	Chicago (Midway) 12	Los Angeles 121

## Strengthened Low-Fare Network



## Additional Information & Disclaimers

### Important Information for Investors and Stockholders

This communication does not constitute an offer to sell or the solicitation of an offer to buy any securities or a solicitation of any vote or approval. The proposed acquisition of AirTran Holdings, Inc. ("AirTran") by Southwest Airlines Co. ("Southwest") will be submitted to the stockholders of AirTran for their consideration. In connection therewith, Southwest will file a registration statement on Form S-4 with the Securities and Exchange Commission (the "SEC") that will include a proxy statement of AirTran that also constitutes a prospectus of Southwest. Southwest and AirTran also plan to file other documents with the SEC regarding the proposed transaction. **SOUTHWEST'S DIRECTORS AND SECURITY HOLDERS OF AIRTRAN TO READ THE PROXY STATEMENT PROSPECTUS AND ANY OTHER RELEVANT DOCUMENTS THAT WILL BE FILED WITH THE SEC CAREFULLY AND IN THEIR ENTIRETY WHEN THEY BECOME AVAILABLE BECAUSE THEY WILL CONTAIN IMPORTANT INFORMATION ABOUT THE PROPOSED TRANSACTION.** Investors and security holders may obtain free copies of the proxy statement/prospectus and other documents containing important information about Southwest and AirTran, once such documents are filed with the SEC, through the website maintained by the SEC at [www.sec.gov](http://www.sec.gov). Copies of the documents filed with the SEC by Southwest will be available free of charge on Southwest's website at [www.southwest.com](http://www.southwest.com) under the tab "Investor Relations" or by contacting Southwest's Investor Relations Department at (214) 752-4000. Copies of the documents filed with the SEC by AirTran will be available free of charge on AirTran's website at [www.airtran.com](http://www.airtran.com) under the tab "Investor Relations" or by contacting AirTran's Investor Relations Department at (407) 318-5600.

Southwest, AirTran and certain of their respective directors and executive officers may be deemed to be participants in the solicitation of proxies from the stockholders of AirTran in connection with the proposed transaction. Information about the directors and executive officers of Southwest is set forth in its proxy statement for its 2010 annual meeting of shareholders, which was filed with the SEC on April 16, 2010. Information about the directors and executive officers of AirTran is set forth in its proxy statement for its 2010 annual meeting of stockholders, which was filed with the SEC on April 2, 2010. These documents can be obtained free of charge from the sources indicated above. Other information regarding the participants in the proxy solicitation and a description of their direct and indirect interests, by security holdings or otherwise, will be contained in the proxy statement/prospectus and other relevant materials to be filed with the SEC when they become available.

### Cautionary Statement Regarding Forward-Looking Statements

This communication contains "forward-looking statements" within the meaning of the safe harbor provisions of the Private Securities Litigation Reform Act of 1995, Section 27A of the Securities Act of 1933, and Section 27E of the Securities Exchange Act of 1934. Forward-looking statements are based on, and include statements about, Southwest's estimates, expectations, beliefs, intentions, and strategies for the future. These statements generally can be identified by the fact that they do not relate strictly to historical or current facts and include, without limitation words such as "may," "will," "could," "should," "expect," "plan," "project," "intend," "anticipate," "believe," "estimate," "predict," "potential," "pursue," "target," "continue," and similar expressions and variations thereof. Specific forward-looking statements include, without limitation, statements regarding Southwest's plans and expectations with respect to the acquisition of AirTran and the anticipated impact of the acquisition on Southwest's financial and operational results, including without limitation, the expected impact of the acquisition on (i) Southwest's strategies and goals; (ii) its growth and competitive position; (iii) its customer experience; (iv) its future operations, including fleet plans; and (v) its results of operations, including expected synergies and savings and cash flow impact. These forward-looking statements are based on Southwest's current intent, expectations, and projections and are not guarantees of future performance. 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 possibility that the transaction is delayed or does not close, including due to the inability of Southwest and AirTran to obtain all approvals necessary or the failure of other closing conditions; (ii) Southwest's ability to successfully integrate AirTran's business and realize the expected synergies from the transaction; (iii) the impact of the economy on demand for air travel and fluctuations in consumer demand generally for the services to be provided as a result of the transaction; (iv) the impact of fuel prices and economic conditions on Southwest's business plans and strategies; (v) actions of competitors, including without limitation pricing, scheduling, and capacity decisions, and consolidation and alliance activities; and (vi) the impact of governmental regulations on Southwest's operations.

Southwest cautions that the foregoing list of factors is not exclusive. Additional information concerning these and other risks is contained in Southwest's and AirTran's most recently filed Annual Reports on Form 10-K, subsequent Quarterly Reports on Form 10-Q, recent Current Reports on Form 8-K, and other SEC filings. Southwest undertakes no obligation to publicly update any of these forward-looking statements to reflect events or circumstances that may arise after the date hereof.