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NEWS RELEASE

Southwest Airlines Says, “Be My Valentine, Silicon Valley” with New Service to Dallas Love Field

-- Flights Begin April 8; SJC's Largest Carrier Now Serves 13 Markets --

San José, Calif. – [Southwest Airlines](#), the largest carrier at [Mineta San José International Airport](#) (SJC), announced today plans to begin nonstop service between SJC and Dallas Love Field (DAL) effective April 8, 2015. This new market is Southwest's thirteenth destination from Silicon Valley's airport.

"I appreciate Southwest Airlines' ongoing support of and investment in Silicon Valley's airport and our community, and applaud the beginning of nonstop service to Dallas Love Field," said San José Mayor Sam Liccardo. "Dallas is an important destination for many of the 6,600 technology companies located within an 18 mile radius of SJC, and their employees will welcome the modern, accessible and on-time travel experience our airport offers."

"With these new flights, Southwest is offering more of the low-fare nonstop travel our San Jose and Dallas Customers want, at the times of day that makes the most sense to connect them to what's important in their lives," said Gary Kelly, Southwest's Chairman, President and CEO.

To introduce the new SJC-DAL service, Southwest is offering fares online as low as \$99 each way at [Southwest.com](#) or by phone at **800-I-FLY-SWA**. The airline will operate a daily flight on its fleet of Boeing 737s exclusively as follows:

CITY PAIR	DEPARTS	ARRIVES
SJC-DAL	4:00 p.m.	9:25 p.m.
DAL-SJC	6:10 p.m.	7:55 p.m.

Flights begin 4/8/15. Times are local. Estimated flight time of 3 hrs., 30 mins.

"The Silicon Valley community loves the convenience, service and many destinations Southwest Airlines offers. We're pleased to see Southwest respond to our travelers' ongoing demand for service by offering more choices to Texas with new flights to Dallas Love Field on April 8, 2015," said Director of Aviation Kim Becker Aguirre. "This new destination also offers travelers more opportunities for flight connections within Southwest's extensive network."

Southwest Airlines serves 13 markets with nonstop flights from SJC – Austin, Burbank, Chicago/Midway, Dallas/Love Field, Denver, Las Vegas, Los Angeles, Ontario, Orange County, Phoenix, Portland, San Diego and Seattle - with 431 weekly flights. The carrier operates from seven gates in Terminal B, employs more than 225 people, and serves nearly five million passengers annually between SJC and more than 90 cities across its network.

Nonstop flights to Dallas Love Field, Southwest's headquarters, are now possible with the October 2014 expiration of the Wright Amendment, a 35-year-old federal law that restricted commercial flights from Love Field to help a then-fledgling Dallas/Fort Worth International Airport grow. The airports are 15 miles apart.

American Airlines also offers nonstop service between SJC and D/FW Airport.

About Southwest Airlines

In its 44th 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 46,000 Employees to more than 100 million Customers annually. Southwest operates more than 3,400 flights a day, serving 93 destinations across the United States and five additional countries. Subject to government approvals, Southwest service to San Jose, Costa Rica, begins in March 2015; service to Puerto Vallarta, Mexico, begins in June 2015; and service to Belize City, Belize begins in October 2015.

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 while over the United States. That connectivity enables Customers to use their personal devices to access streaming music provided by Beats Music or 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 is the only major U.S. airline to offer Bags Fly Free® (first and second checked pieces of luggage, size and weight limits apply), and there are never change fees, although fare differences might apply. In 2014, the airline proudly unveiled a bold new look: Heart. The new aircraft livery, airport experience, and logo, showcase the dedication of Southwest Employees to connect Customers with what's important in their lives. Book Southwest Airlines' low fares online at Southwest.com or by phone at 800-I-FLY-SWA.

About Mineta San José International Airport

Mineta San José International Airport (SJC) is Silicon Valley's airport, a self-supporting enterprise owned and operated by the City of San José. SJC served 9.4 million passengers in 2014, a 7 percent increase year-over-year. SJC offers approximately 125 daily flights on 10 domestic and international carriers to 30 nonstop destinations.

SJC's five-star customer service experience sets it apart from other Bay Area and US airports. Airlines and passengers respond positively to SJC's customer amenities, including modern terminal buildings, free and fast WiFi, comfortable seating with built-in power outlets, a luxurious, award-winning lounge open to all travelers, a rental car center conveniently located across from the terminals and Global Entry kiosks to expedite arriving international passengers. Silicon Valley's airport is located in San José, California's third largest city and the nation's tenth largest city. SJC facts can be found here. For more airport information, visit www.flysanjose.com.