



MEDIA: Please call Public Relations (214) 792-4847

CUSTOMERS: Please Call Reservations 800-1 FLY SWA (435-9792)

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SOUTHWEST AIRLINES GETS JACKSON CUSTOMERS TO THE PARKS BEFORE DARK

New Southwest schedule makes travel to the East Coast more convenient

JACKSON, Miss. - Sept. 30, 2004 – Southwest Airline’s Customers in Jackson can now get to one of Orlando’s many amusement parks before dark with Southwest’s latest schedule changes. In response to Customer demand, beginning Oct. 31, 2004, Jackson’s nonstop flight to Orlando will now arrive in the early afternoon to allow plenty of time to visit Shamu or shake hands with Mickey.

In addition to Orlando, the adjusted time for one of the two existing Baltimore/Washington nonstop flights make visiting the Nation’s Capitol or Baltimore Inner Harbor much easier and more convenient.

“We are always looking for ways to make our flight schedules more convenient for our Customers,” said Cristy Cross, Jackson marketing manager for Southwest. “We are pleased that our Jackson Customers will have more of the flight times they want.”

Customers can take advantage of Southwest’s regular low fares and even lower advance purchase fares on these flights by booking now on southwest.com, for travel beginning Oct. 31.

Southwest Airlines currently operates nine daily nonstop departures from Jackson International Airport to Baltimore/Washington, Chicago Midway, Houston Hobby, and Orlando with additional direct or connecting service to 44 cities.

www.southwest.com

Editor’s Notes:

- This release as well as past news releases on Southwest, are available online at www.southwest.com. News media also can access an online pressroom via www.swamedia.com.
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