



**SOUTHWEST AIRLINES LAUNCHES
NEW NONSTOP FLIGHTS FROM FLINT TO LAS VEGAS WITH
LAS VEGAS SHOW GIRLS AND A PARTY FOR PASSENGERS
AUGUST 11, 2013!**

***** MEDIA ALERT *****

August 9, 2013

Contact: Pat Corfman
Director of Marketing and Public Relations
Bishop International Airport Authority
Phone: 810-235-6560 ext.120

WHAT: Southwest Airlines launches new nonstop service to Las Vegas from Flint. Media is invited to join in welcoming the first Customers.

WHEN: Sunday, August 11, 2013
9:00 a.m. to 11:00 a.m.

BE ADVISED: Media must stop in at the Administration Offices by 10:00am to be checked against the No Fly List and given a badge to get through the TSA Checkpoint. A Driver's License is required. Please allow time for this procedure. You may use the far left Employee Lane to go through the checkpoint itself. All equipment will also be scanned.

WHERE: Bishop International Airport—Gate 9
G-3425 W Bristol Rd
Flint Township, MI 48507

VISUALS:

- **Showgirls marshal in first aircraft that will fly nonstop to Las Vegas from Flint (10:15am)**
- Showgirls take photos with Customers (9:15am-11am)
- Gate Area decorated in Las Vegas theme
- Buffet for the passengers (9:15am-11am)
- Las Vegas themed cake (9:45am-11am)
- Customers receive Las Vegas trinkets from the Showgirls (10am-11am)
- Flight departs at 10:50am

ABOUT SOUTHWEST AIRLINES CO.

In its 42nd year of service, Dallas-based Southwest Airlines (*NYSE: LUV*) continues to differentiate itself from other carriers with exemplary Customer Service delivered by nearly 46,000 Employees to more than 100 million Customers annually. Southwest is the nation's largest carrier in terms of originating domestic passengers boarded, and including wholly-owned subsidiary, AirTran Airways, 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. Southwest is one of the most honored airlines in the world, known for its triple bottom line approach that takes into account the carrier's performance and productivity, the importance of its People and the communities it serves, and its commitment to efficiency and the planet. The 2012 Southwest Airlines One Report™ can be found at southwest.com/citizenship.

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 and increase in passenger traffic wherever the carrier serves. On every flight, Southwest offers Customers the first two pieces of checked luggage (weight and size limitations apply) and all ticket changes without additional fees. Southwest's all Boeing fleet consistently offers leather seating and the comfort of full-size cabins, many of which are equipped with satellite-based WiFi connectivity and a new, sustainable cabin interior. With 40 consecutive years of profitability, the People of Southwest operate nearly 3,400 flights a day and serve communities around 85 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., offers coast-to-coast and near-international service with close to 600 flights a day to 47 destinations. The carrier's 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.

About Flint Bishop International Airport

Flint Bishop International Airport (FNT) is “The smart way to fly”. Flint offers the lowest average airfares in the state. It is also the most centrally located low-fare portal to Michigan, making “Pure Michigan, Purely Affordable”. The facility is served by Southwest Airlines, with year-round, nonstop jet service to Las Vegas, Baltimore/Washington, Tampa Bay, and Orland, plus seasonal service to Ft. Myers/Naples returning November 4th; American with jet service to Chicago O’Hare; United, with Cleveland service; and Delta with jet flights to Atlanta, Minneapolis and Detroit. For reservations and flight information from Flint, visit our web site at bishopairport.org

southwest.com