



Southwest Airlines Announces New Nonstop Service To the West Coast

FOR IMMEDIATE RELEASE – June 15, 2010, New Orleans – **Southwest Airlines** today announced the launch of nonstop service between Los Angeles and New Orleans and the addition of another daily non-stop between Dallas Love Field and New Orleans.

The new nonstop to Los Angeles begins November 7, 2010, and Dallas service begins November 8, 2010. Southwest operates a Boeing 737 with 137 seats.

Not only will this increase the service to Los Angeles, it will also provide connection opportunities to the San Francisco Bay area and the Pacific Northwest. Additionally, Southwest will make other schedule adjustments that will provide easier and timely access to other West Coast markets. There will be direct/one-stop same plane service to/from Seattle via Denver. This flight will also provide connection opportunities to many other West Coast cities. There will also be direct/one-stop same plane service to/from Oakland, San Diego and San Francisco.

“We are very pleased with Southwest’s decision to add service to Los Angeles. West Coast service is in high demand and we are pleased that Southwest is going to help meet the demand with this non-stop flight as well as the schedule adjustments to provide single plane service to 4 major west coast destinations. The addition of a seventh daily non-stop to Dallas is also welcome and needed to meet growing demand in that market,” stated Iftikhar Ahmad, Director of Aviation. “These additions along with the three previous additions this year from Southwest, the return of Frontier Airlines with two new flights, and Air Tran’s new service to Milwaukee in October demonstrate the airlines’ confidence in the New Orleans market.”

Mayor Mitch Landrieu stated, “I am pleased that we continue to build expanded service at Armstrong International Airport. It speaks volumes about our future that the airlines are showing continued confidence in our market. We will continue to work with any and every airline possible to ensure that New Orleans remains a world class travel destination.”

So far there have been announcements of 7 additional flights in 2010 increasing the total number of cities served from New Orleans to 35.

For flight information and reservations, visit www.southwest.com or call the airline at 1-800-435-9792.

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