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DALLAS FORT WORTH INTERNATIONAL AIRPORT
PUBLIC AFFAIRS DEPARTMENT

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NEW DFW INTERNATIONAL AIRPORT TRAVELER POLL SHOWS PASSENGERS OVERWELMINGLY WANT SOUTHWEST AIRLINES HERE – AND WE AGREE

85% Urge Southwest to Offer Service at DFW, New Advertising Campaign to Highlight How DFW & Southwest Can Work Together to Benefit North Texas

Lehman Brothers Report Confirms Southwest Could be Profitable at DFW, Add \$500 million in Revenue

DFW International Airport, Texas (July 8, 2005) - A formal survey of DFW's 59 million passengers during one of the busiest travel periods of 2005 was clear: Air travelers from around the country and local residents of North Texas overwhelmingly want Southwest Airlines to begin some service at DFW International Airport. Eighty-five percent of 2714 passengers surveyed who expressed an opinion answered yes to this simple question: "Would you like to see Southwest Airlines fly out of DFW Airport?"

The passenger poll was taken between July 2 and July 5, and precedes a new advertising campaign to be launched by DFW this weekend that highlights how the Airport and Southwest Airlines can work together to strengthen the North Texas economy and add to the 268,000 jobs tied to flight activity at DFW.

"We wanted this very large sample size to make sure we accurately reflected the feelings of our passengers," says Joe Lopano, executive vice president of marketing and terminal management at DFW. "We asked connecting passengers from around the country and our residents right here in North Texas. We asked business travelers and vacationers. It was simply a landslide of support for Southwest to bring their great service to DFW. It's very clear that this is what travelers want and the synergies between Southwest Airlines

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and DFW can strengthen our region and build on our economy. It is truly a win-win for all concerned, most importantly, those who fly and those who work in North Texas. "

Today, a tow plane carried a message banner over the runways of Dallas Love Field, home of Southwest Airlines. The banner read "Travelers Want Southwest at DFW NOW!" The plane also carried the message over Southwest's corporate headquarters, downtown Dallas, into North Dallas and Plano as well as the southern sector of the city.

DFW polled travelers across its terminal concourses over the busy Independence Day weekend. When asked: "Would you like to see Southwest Airlines fly out of DFW Airport?" 62-percent said yes, 11-percent said no and 27-percent had no opinion. When directly comparing those who had an opinion on the question, an overwhelming 85-percent answered yes and only 15-percent replied no.

DFW will launch a print advertising campaign this weekend to inform and educate the public about the travelers poll and the positive impact a strong relationship between Southwest Airlines and DFW can have on the North Texas economy. According to the latest economic survey conducted by the Texas Department of Transportation, DFW International Airport generates more than \$14B in economic activity every year, and supports more than 268,000 jobs that pay more than \$6B in wages.

"These are real jobs and real people that make our economy and neighborhoods stronger with the success of DFW," added Lopano. "Southwest Airlines can also be profitable at DFW and add billions of dollars to this economy by building on the success of DFW and having our Airport as a strong partner. We've said in the past we will even build them their own terminal, and we are still offering free rent and other financial incentives valued at over \$22 million to come to DFW.

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"In short, DFW and our Board will make sure Southwest gets what it needs. And our employees stand ready to assist in any way they can."

In addition to the public's desire for Southwest to begin service at DFW, financial analysts predict that the airline could benefit from such a move.

Lehman Brothers published its equity research company update for Southwest Airlines in November. The analysts conclude:

"We believe Dallas is a compelling opportunity for any solid low-fare carrier. However, we believe that no low-fare carrier will find Dallas as compelling as Southwest given that the company is already one of two hometown airlines in the city. Delta's de-hubbing of Dallas will likely free up about a concourse full of gates at the airport. We believe the combination of facilities availability, market appeal, the exit of a secondary competitor, and Southwest's status as one of two hometown airlines in Dallas make the opportunity too compelling to ignore. We believe Southwest could ultimately realize more than \$500m in incremental revenue in the city."

"It's very clear that Southwest can unite North Texas with service at DFW that benefit the entire region," said Jeff Fegan, DFW International Airport CEO.

"We are very committed to bringing in more low fare carriers at DFW to compete with the five that are already here. We're enjoying record success for low fare service at DFW, and we are keeping the door open for Southwest to fly here. We can certainly work together for the greater good of all of our residents here in North Texas."

Details of Survey:

"Would you like to see Southwest Airlines fly out of DFW Airport?"

- Yes – 62% (1691)
- No – 11% (304)
- Don't know - 27% (719)

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If we were to remove those participants with no opinions (don't know), the following would be the percentage distribution:

"Would you like to see Southwest Airlines fly out of DFW Airport?"

- Yes – 85% (1691)
- No – 15% (304)

Additional Study Information

- Study dates: 7/2/05 – 7/5/05
- Sample Size: 2714
- Confidence interval: 95%
- Margin of error: +- 2%
- Methodology: Terminal intercept surveys
- Passenger type: 48% Departing, 10% Arriving, 42% Connecting
- Passenger class: 25% Business, 75% Leisure
- Passenger residence: 29% DFW Local, 71% Non-local
- Gender: 52% Male, 48% Female
- Distribution of survey by Terminal: A-27%, B-28%, C-30%, E-15%

Attached is the complete survey study as prepared by the International Ford Group for DFW International Airport.

About DFW International Airport

Located halfway between the cities of Dallas and Fort Worth, Texas, DFW International Airport is the world's third busiest, offering nearly 1,800 flights per day and serving 57 million passengers a year. DFW International Airport provides non-stop service to 130 domestic and 38 international destinations worldwide. For the latest news, real-time flight information, parking availability or further details regarding the many services provided at DFW International Airport, log on to www.dfwairport.com.

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DFW International Airport – Southwest Survey

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“Would you like to see Southwest Airlines fly out of DFW Airport?”

| | Yes | No | No opinion/ Don't know |
|-------------------------------------|------------|-----------|---------------------------|
| All participants | 62% (1691) | 11% (304) | 27% (719) |
| Without “no opinion” / “don't know” | 85% (1691) | 15% (304) | n/a |
| Business travelers only | 64% (425) | 12% (84) | 24% (159) |
| Without “no opinion” / “don't know” | 83% (425) | 17% (84) | n/a |
| Leisure travelers only | 62% (1266) | 11% (220) | 27% (560) |
| Without “no opinion” / “don't know” | 85% (1266) | 15% (220) | n/a |
| Local residents only | 68% (538) | 18% (140) | 14% (115) |
| Without “no opinion” / “don't know” | 79% (538) | 21% (140) | n/a |
| Non-local residents only | 60% (1153) | 9% (164) | 31% (604) |
| Without “no opinion” / “don't know” | 88% (1153) | 12% (164) | n/a |
| Departing passengers only | 65% (853) | 13% (176) | 22% (282) |
| Without “no opinion” / “don't know” | 83% (853) | 17% (176) | n/a |
| Connecting passengers only | 59% (677) | 8% (88) | 33% (374) |
| Without “no opinion” / “don't know” | 88% (677) | 12% (88) | n/a |
| Arriving passengers only | 61% (161) | 15% (40) | 24% (63) |

Southwest Survey Questions

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1. Hi, I'm a representative of DFW Airport and we're conducting a very short survey. Can I ask you a couple of questions?
 2. Today, are you a...
 1. Departing passenger
 2. Arriving passenger
 3. Connecting passenger
 4. Employee/other
- Post question script*
If (Traveler Type = {Employee/other}) Msg: ""Thank and terminate"" Quit (No save, Restart Survey)
3. Is DFW your home airport?
 1. Yes
 2. No
 4. Are you traveling today primarily for business or leisure?
 1. Business
 2. Leisure
 5. Would you like to see Southwest Airlines fly out of DFW Airport?
 1. Yes
 2. No
 6. Thank you for participating in our survey today!
 7. (Interviewer question)
What was the gender of this participant?
 1. Male
 2. Female
 8. (Interviewer question)
Please select your terminal location.
 1. A
 2. B
 3. C
 4. E