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SOUTHWEST SENDS SOME DALLAS LOVE TO MKE

New nonstop route launched from Mitchell Airport to Dallas Love Field

MILWAUKEE (April 8, 2015) – Southwest Airlines' new daily nonstop service from Milwaukee to Dallas Love Field kicked off this evening with a Texas-themed celebration and Lone Star trivia in the gate area.

"Today's launch of Dallas Love is the latest in a series of new routes being offered from MKE. Each large aircraft flight generates \$19 million in annual economic benefit to our region, and Southwest now offers nonstop flights from Milwaukee to 24 destinations across North America," Milwaukee County Executive Chris Abele said. "We are building on the success of this great airport, and the addition of Dallas Love continues our efforts to draw more travelers from throughout Wisconsin and northern Illinois."

"These new flights, including long-sought nonstop service from Milwaukee, are part of a major expansion of places we're linking to Dallas Love Field," said Andrew Watterson, Senior Vice President of Network and Revenue Management for Southwest Airlines. "Today's new service means more seats, more low fares, and time-saving itineraries to fly more people between Dallas and dozens cities across the country."

"The Milwaukee-Dallas market is a strong one for us, with lots of business travel between both cities, and the addition of Dallas Love Field is significant for our travelers," Airport Director Terry Slaybaugh added. "When booking travel on Southwest, travelers should be aware that these flights can only be found at Southwest.com."

Mitchell Airport offers nonstop flights to 38 destinations coast-to-coast – many on full-size mainline aircraft – and 160 international destinations are available from Milwaukee with just one connection. MKE is also served by Delta, United, American/US Airways, Frontier, Alaska, Air Canada, and OneJet. The complete list of nonstop cities can be found at www.mitchellairport.com.

General Mitchell International Airport is owned by Milwaukee County and operated by the Department of Transportation, Airport Division, under the policy direction of the Milwaukee County Executive and the County Board of Supervisors. The airport is entirely funded by user fees; no property tax dollars are used for the airport's capital improvements or for its day-to-day operation.

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