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Southwest Airlines Recognized As One Of The 2014 Top 100 Military Friendly Employers By G.I. Jobs For The Fifth Consecutive Year

DALLAS, Nov. 11, 2013 /PRNewswire/ -- [Southwest Airlines](#) (NYSE: LUV) announced today that it has earned the 2014 Military Friendly Employer® title by *Victory Media*, publisher of *G.I. Jobs* and *Military Spouse*, making this the fifth consecutive year that the carrier has received the honor. Criteria for the survey included a benchmark score across key programs and policies such as the strength of company military recruiting efforts, the percentage of new hires with prior military service, retention programs, and company policies on National Guard and Reserve service.

Southwest aggressively seeks to hire military talent and has found that hiring from the military community is a strategic competitive advantage, as well as an invaluable asset to the growing Employee Family. Southwest has successfully placed Veterans within Ground Operations, Flight Operations, Dispatch, and Maintenance.

"Our Southwest Airlines Employees are the heart and soul of our Company, and we're honored to work alongside the more than 5,900 active and retired military members who strengthen our Southwest Family," said Jeff Lamb, Executive Vice President, Chief People and Administration Officer. "Our Employees are our greatest asset, and thanks to their Warrior Spirit and Servant's Heart, we've built Southwest's legacy of connecting people with what's important in their lives."

This award highlights Southwest's ongoing commitment to recognize and support the contributions of our nation's military yearround, an effort which includes a special month-long celebration dubbed "Military Heroes Month" in November. During this celebration, Southwest partners with nonprofit organizations to host an array of activities that commemorate our men and women in uniform and their families.

Now in its 11th year, Military Friendly Employers® media is the premier resource for transitioning service members and spouses seeking civilian employment. Each year, companies taking the survey are held to a higher standard than the previous years via improved methodology, criteria, and weightings developed with the assistance of an Advisory Board. The board consists of leaders in the military recruitment community. A full list of board members can be found at [MilitaryFriendly.com/board](#).

Southwest Airlines will be showcased, along with other 2014 Military Friendly Employers®, in the December issue of *G.I. Jobs* magazine and online at [MilitaryFriendly.com](#).

ABOUT SOUTHWEST AIRLINES CO.

In its 43rd year of service, Dallas-based Southwest Airlines (*NYSE: LUV*) continues to differentiate itself from other carriers with exemplary Customer Service delivered by more than 45,000 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 96 destinations in 41 states, the District of Columbia, the Commonwealth of Puerto Rico, and five 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 more than 3,200 flights a day and serve communities around 89 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 400 flights a day to 48 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.

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