

January 27, 2014



Southwest Airlines News Conference To Reveal New Destinations And New Chapter For The Largest Domestic Carrier In The U.S.

WHO:

Gary Kelly, Chairman of the Board, President, and Chief Executive Officer
Officers of the Company's Executive Leadership Team
The People of Southwest Airlines

WHAT:

Southwest Airlines, the nation's largest carrier in terms of originating domestic passengers boarded, will announce a major corporate milestone and new offering for Customers.

WHERE:

Southwest Airlines Co.
Dallas Headquarters Corporate Campus
2702 Love Field Dr
Visitors will be directed from main guard shack

WHEN:

News Conference Begins at
9:30 AM Central Standard Time
January 27, 2014
In-person attendees, please arrive no later than 9:15 AM CST

HOW:

Gary will make a historic announcement and join a panel of other Executives for a moderated question-and-answer session during the news conference with local and world media.

A live stream of the event will be available through a link atop the home page of **swamedia.com**, allowing the ability for remote attendees to also submit questions.

A replay of that webcast will also be available on the past events calendar in the Investor Relations section of the website.

southwest.com
swamedia.com

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