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Southwest Airlines Announces Continuation Of Its Legacy Of Culture Leadership

DALLAS, May 3, 2016 /PRNewswire/ -- [Southwest Airlines Co.](#) (NYSE: LUV) promoted Cheryl Hughey to Managing Director Culture. Hughey will continue to lead the Culture Services Teams responsible for recognition, appreciation, and celebration of Southwest's more than 50,000 Employees. Hughey has led the Culture Services Department for the past five years, which has included supporting Culture initiatives across the system, providing guidance to Southwest's Companywide Culture Committee, and leading the charge to foster ownership of the Southwest Culture within a continually growing Employee base.

In her 36 years at Southwest, Hughey has shown an unmistakable enthusiasm for engaging with Employees and a passion for recognizing Employees' noteworthy efforts, which is the foundation of Southwest's unique and much lauded Culture.

"Our Culture has always been one of our most cherished assets as a Company, and it's all because of our People," said Jeff Lamb, Executive Vice President of Corporate Services. "I can't think of a better person to lead the charge to nurture and perpetuate our Culture than Cheryl."

Joining Southwest Airlines on the frontline as a Reservation Sales Agent in 1980, Hughey has moved throughout the Company in various operational and leadership positions, from working in and leading Customer Service in DAL to overseeing the Leadership Training and Onboarding program in the People Department. The diversity of roles uniquely qualify Hughey to lead Southwest's efforts in fostering and promoting its Culture all across the Company.

Hughey is a native of North Richland Hills, Texas and currently resides in Argyle, Texas with her husband and two sons.

ABOUT SOUTHWEST AIRLINES CO.

In its 45th year of service, Dallas-based [Southwest Airlines](#) (NYSE: LUV) continues to differentiate itself from other air carriers with exemplary Customer Service delivered by more than 50,000 Employees to more than 100 million Customers annually. Southwest proudly operates a network of 97 destinations across the United States and seven additional countries with more than 3,900 departures a day during peak travel season.

Based on the U.S. Department of Transportation's most recent data, Southwest Airlines is the nation's largest carrier in terms of originating domestic passengers boarded. The Company operates the largest fleet of Boeing aircraft in the world, the majority of which are equipped with satellite-based WiFi providing gate-to-gate connectivity. That connectivity enables Customers to use their personal devices to view video on-demand movies and television shows, as well as more than 20 channels of free, live TV compliments of our valued Partners. Southwest created [TransfarencySM](#), a philosophy which treats Customers

honestly and fairly, and in which low fares actually stay low. Southwest is the only major U.S. airline to offer bags fly free® to everyone (first and second checked pieces of luggage, size and weight limits apply, some airlines may allow free checked bags on select routes or for qualified circumstances), and there are no change fees, though fare differences might apply. In 2014, the airline proudly unveiled a bold new look: *Heart*. The new aircraft livery, airport experience, and logo, showcase the dedication of Southwest Employees to connect Customers with what's important in their lives.

From its first flights on June 18, 1971, Southwest Airlines launched an era of unprecedented affordability in air travel described by the U.S. Department of Transportation as "The Southwest Effect," a lowering of fares and increase in passenger traffic whenever the carrier enters new markets. With 43 consecutive years of profitability, Southwest is one of the most honored airlines in the world, known for a triple bottom line approach that contributes to the carrier's performance and productivity, the importance of its People and the communities they serve, and an overall commitment to efficiency and the planet. The 2014 Southwest Airlines One Report™ can be found at SouthwestOneReport.com.

Book Southwest Airlines' low fares online at Southwest.com or by phone at 800-I-FLY-SWA.

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