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Southwest Airlines Names Reid Grandle Vice President Of Corporate Strategy

DALLAS, Sept. 29, 2016 /PRNewswire/ -- [Southwest Airlines Co.](#) (NYSE: LUV) today announced that Reid Grandle, Senior Director in the Corporate Strategy Department, has been promoted to Vice President Corporate Strategy, succeeding Mike Delehant, who recently left Southwest Airlines to pursue a role with a European airline.

Since joining SWA in 2002, Delehant has served the airline in a number of leadership positions in Strategic Planning and Technology. Prior to joining Southwest, he was a principal consultant at PricewaterhouseCoopers in Dallas.

Grandle joined Southwest in 2014 in the Financial Planning & Analysis Department. In his leadership role in Corporate Strategy, he will be responsible for Southwest's Innovation, Data Science, and Continuous Improvement functions, as well as play a key role in the implementation of the Company's long-term strategic plan to help Southwest achieve its vision of being the World's Most Loved, Most Flown and Most Profitable airline. He will report to Southwest's Executive Vice President Strategy & Innovation Tom Nealon. To view Grandle's Biography and Photo, click [here](#).

"Reid will help shepherd the organization and be laser focused on our priorities and sequence of investments that support our Vision to be the World's Most Loved, Most Flown, and Most Profitable airline," Nealon said. "Our corporate strategy is our roadmap to ensure our Low Fare Brand is strong and the organization is aligned to provide an innovative travel experience at the lowest cost—all with the best People and an unmatched Culture."

Grandle is originally from Little Rock, Ark. He began his career with Oliver Wyman as a Consultant. Prior to joining Southwest, he was Principal in Oliver Wyman's aviation practice, advising companies on strategic, commercial, and operational issues. Grandle received his undergraduate degree from the Wharton School at the University of Pennsylvania. He is married and has two daughters.

ABOUT SOUTHWEST AIRLINES CO.

In its 46th 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 52,000 Employees to more than 100 million Customers annually. Southwest operates more than 3,900 departures a day during peak travel season across a network of 98 destinations in the United States and seven additional countries with service to three airports in Cuba expected to begin later this year, subject to governmental approvals.

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. The airline proudly unveiled a bold new look: *Heart*. A new logo, aircraft livery, interior design featuring a new seat and Flight Attendant galley, Employee-designed uniforms, and an updated airport experience all showcase the dedication of Southwest Employees who 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 2015 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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