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Southwest Airlines Named A Top 10 Most Admired Company By FORTUNE

Southwest only commercial airline among top 10 on Fortune's annual list

DALLAS, Feb. 16, 2017 /PRNewswire/ -- [Southwest Airlines Co.](#) (NYSE: LUV) today was named to FORTUNE's 2017 list of World's Most Admired Companies. Southwest ranks #8, and is the only commercial airline among the Top 10. This is Southwest's 23rd consecutive year on the list.

"We are an admired Company because of our People, whose passion and love for the cause that is Southwest are the reasons we have appeared on this prestigious list for 23 consecutive years," said Gary Kelly, Chairman and Chief Executive Officer of Southwest Airlines. "This particular recognition is especially rewarding because it's driven by input from leaders at other companies, and our folks take great pride in this achievement."

FORTUNE partners with Korn Ferry Hay Group, a global management consulting firm, and asked executives, directors, and security analysts from around the world to rate which companies they admired most. Voters were able to select any company in any industry that ranked in the top 25 percent of last year's survey, along with those that finished in the top 20 percent of their industry.

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 53,000 Employees to more than 100 million Customers annually. Southwest proudly operates a network of 101 destinations in the United States and eight additional countries with more than 3,900 departures a day during peak travel season. Subject to requisite governmental approvals, service to Grand Cayman begins June 4, 2017, the same date service is scheduled to begin from Cincinnati.

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 nearly 20 channels of free, live TV compliments of our valued Partners. Southwest created [Transfarency®](#), 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 44 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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