

January 15, 2007



Southwest Airlines Changes the Face of Southwest.com

WHO: Anne Murray, Southwest Airlines (NYSE: LUV) Senior Director of Online Marketing

WHAT: In 1995, Southwest launched the industry's first web site which has grown to become one of the country's top travel sites and the only airline web site that regularly makes it in top rankings for popularity, ease of use, and revenue generation.

Seeking to raise the bar even higher, the airline decided it's time to enhance the Customers' travel experience by making upgrades to its web site. Southwest Airlines and southwest.com are known for being clean and simple; the improved website only strengthens those existing attributes. Southwest Airlines is continually listening to our Customers and working hard to give them what they want ... they spoke and we listened!

WHERE: To participate in a live web conference, please contact Ashley Pettit at 214-792-3105 or e-mail at (ashley.pettit@wnco.com) for an invitation to a guided tour of the new southwest.com and an interview opportunity with Southwest's Senior Director of Online Marketing Anne Murray.

WHEN: Monday, Jan. 15
7 a.m. to 9:45 a.m. (CST) - Contact Ashley Pettit
10 a.m. (CST) - Webcast Begins

OTHER FACTS:

- * Southwest.com is ranked number one in airline search terms.
- * Southwest.com is the most visited airline site in the world -- with twice as many visitors as Barnes and Noble's.
- * Currently, 70 percent of Southwest's Customers book online.
- * Southwest.com leads the airline industry with an average of 10 million unique monthly visitors as reported by Nielsen Net Ratings (2006).
- * Southwest decided it was time to "refresh" its homepage, by improving its "front door" to Customers' online experience.
- * The improved southwest.com design is founded on Customer feedback and utilization.
- * Southwest began the project to redesign southwest.com in October 2006.
- * Customers can now book their travel from the southwest.com homepage.
- * The front page of the "new" southwest.com will display a picture taken by one of our Customers or Employees.

CONTACT: Public Relations of Southwest Airlines, +1-214-792-4847.

SOURCE Southwest Airlines