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Southwest Airlines and Coca-Cola Sign Three-Year Beverage Extension

DALLAS, April 5 /PRNewswire-FirstCall/ -- Southwest Airlines (NYSE: LUV) today announced a three-year contract extension of its existing beverage contract with The Coca-Cola Company. This will extend the Southwest Airlines- Coke partnership through 2011. Under the terms of the agreement, Coca-Cola North America will continue to be the beverage provider for Southwest, supplying soft drinks including Coke(R), Diet Coke(R), Sprite(R) and Sprite(R) Zero, Seagram's(R) mixers, and Minute Maid(R) juices on all Southwest Airlines flights.

"We are pleased to continue our long-term partnership with Coca-Cola. It's great to work with a partner who understands our Corporate Culture and operating philosophy which focuses on providing outstanding Customer Service and running an efficient airline operation," said Scott Halfmann, Southwest Airlines' Vice President Provisioning. "We look forward to working together and providing our Customers their favorite products while onboard their favorite low-fare Leader - Southwest Airlines."

"We are proud to extend our relationship with Southwest Airlines. We have partnered together to refresh Employees of Southwest Airlines and Southwest Airlines Customers for more than 35 years," said Jim Terry, Coca-Cola North America Vice President National Sales. "We look forward to continuing this great alliance."

About Southwest Airlines

After 35 years of service, Southwest Airlines continues to offer the best value in airline travel, allowing Customers the opportunity to travel nonstop throughout the country at a very low fare. Southwest offers a very comfortable ride with all premium leather seats and plenty of legroom. Southwest does not charge Customers an extra fee for changing their reservation and continues to offer free amenities. Customers enjoy complimentary pillows, blankets, snacks, juice, soda, and water on all flights. Since 1987, the airline has maintained the fewest overall Customer complaints as published in the Department of Transportation's Air Travel Consumer Report. Southwest Airlines (NYSE: LUV), the nation's largest carrier in terms of domestic passengers enplaned, currently serves 63 cities in 32 states. Based in Dallas, Southwest currently operates more than 3,200 flights a day and has more than 32,000 Employees systemwide. The carrier will begin service to San Francisco in the early fall.

About Coca-Cola North America

Coca-Cola North America is a part of The Coca-Cola Company -- the world's largest beverage company. Along with Coca-Cola, recognized as the world's most valuable brand, the Company markets four of the world's top five nonalcoholic sparkling beverage brands, including Diet Coke, Fanta(R) and Sprite, and a wide range of other beverages, including diet and light beverages, waters, juices and juice drinks, teas, coffees, energy and sports drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate exceeding 1.4 billion servings each

day. For more information about The Coca-Cola Company, please visit our website at <http://www.thecoca-colacompany.com>.

<http://www.southwest.com>

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