

November 6, 2007



# Southwest Airlines Announces New Customer Products

\*\*\* MEDIA ALERT \*\*\* PHOTO OPPORTUNITY \*\*\* MEDIA ALERT \*\*\*

**WHAT:** In recent months, Southwest Airlines has announced plans to change the way the carrier boards its aircraft. The airline also has embarked upon an initiative to enhance the look and feel of its gate areas systemwide, offering a more comfortable lounge area for Customers.

Join Southwest Airlines CEO Gary Kelly tomorrow to discuss additional product changes that transition Southwest from a one-size-fits all airline to the airline that fits our Customers' lives.

**WHEN:** Wednesday, Nov. 7  
11am: Conference begins  
12pm: Interview opportunities with Southwest Executives

**WHERE:** Southwest Airlines Headquarters-Freedom Hall  
2702 Love Field Drive  
Dallas, TX 75235

The media conference also will be webcast. Media can listen in live and will have the opportunity to participate in the Q&A session with Gary Kelly.

Log on to <http://www.videonewswire.com/event.asp?id=43960> to participate in this event. Media may log on a few minutes prior to the 11a CST event start.

**SOURCE** Southwest Airlines