

August 18, 2008



Southwest Airlines Cargo Earns 2008 Quest for Quality Award

Southwest Airlines stands on the winner's podium for cargo business

DALLAS, Aug. 18 /PRNewswire-FirstCall/ -- Southwest Airlines Cargo took home the gold today as Logistics Management ranked the airline number one among all air carrier Quest for Quality award winners. Southwest Airlines earned the highest scores in On-Time Performance, Value, Customer Service, and Equipment & Operations. This year's win marks the 14th Quest for Quality award for Southwest Airlines. The carrier has earned the top spot for 12 consecutive years.

Quest for Quality winners are determined from the results of an annual survey conducted by Logistics Management magazine, where 2,000+ shippers ranked their transportation service providers on a variety of performance criteria such as On-Time Performance, Value, Information Technology, Customer Service, and Equipment & Operations.

For the past 25 years, Logistics Management's Quest for Quality has been regarded in the transportation and logistics industry as one of the most important measures of customer satisfaction and performance excellence.

Southwest Airlines Cargo is recognized as an industry leader, winning numerous awards due to the reliable Southwest Employees who run its operations across the nation. Southwest Airlines Cargo Employees are available to help Customers meet their shipping needs, delivering the excellent Customer Service and operational excellence for which the carrier is known. Southwest Airlines (NYSE: LUV), the nation's largest carrier in terms of domestic passengers enplaned, currently serves 64 cities in 32 states. Based in Dallas, Southwest currently operates more than 3,400 flights a day and has more than 34,000 Employees systemwide.

<http://www.southwest.com>

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