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# Southwest Airlines Cargo Earns 2009 Quest for Quality Award

## Southwest Airlines Ranks Number One in Quality for Fourth Consecutive Year

DALLAS, Aug. 31 /PRNewswire-FirstCall/ -- Southwest Airlines Cargo is proud to announce *Logistics Management* magazine ranked the airline number one among all air carrier "Quest for Quality" award winners. For the fourth year in a row, Southwest Airlines earned the top spot, and for the 13th consecutive year it scored above the overall weighted industry average. Southwest Airlines earned the highest scores in the categories of Ontime Performance, Value, and Customer Service.

Quest for Quality winners are determined from the results of an annual survey conducted by *Logistics Management* magazine, where more than 6,000 shippers ranked their transportation service providers on a variety of performance criteria such as Ontime Performance, Value, Information Technology, Customer Service, and Equipment & Operations.

For the past 26 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 prides itself on offering the best quality and Customer Service in the industry. This award is a tribute to the most dedicated workforce in the business," said Matt Buckley, Senior Director of Southwest Airlines Cargo. "We are honored that our Customers ranked Southwest highest on the *Logistics Management* Quest for Quality list again this year."

Southwest Airlines Cargo is recognized as an industry leader, winning numerous awards due to the relentlessly 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 67 cities in 34 states. Based in Dallas, Southwest currently operates more than 3,200 flights a day and has nearly 35,000 Employees systemwide.

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