

October 21, 2009



Southwest Airlines' CEO Gary Kelly Presents at 2009 Media Day

WHAT: Southwest Airlines is hosting Media Day today at the airlines headquarters in Dallas. Gary Kelly will be breaking news during his presentation--so be sure to tune in!

To participate in the live webcast of Gary's 1:00 pm announcement, visit:

<http://www.videonewswire.com/event.asp?id=63169>.

Immediately following Gary's presentation, Southwest will be webcasting a presentation by Kevin Krone, Southwest Airlines Vice President of Marketing, Sales, and Distribution.

If you are unable to view streaming media, follow Southwest Airlines on Twitter for the latest updates throughout the day: www.twitter.com/southwestair

WHEN: Wed., Oct. 21, 2008
1:00 p.m. Central Time

OTHER INFORMATION: Presentations from Southwest Airlines Leaders and other Media Day information can be viewed at www.swamedia.com after 5 p.m. CDT.

If you experience problems listening to the webcast, send an E-mail to: webcast@multivu.com.

To contact Southwest Airlines Media Relations, please call 214-792-4847.

www.southwest.com

/PRNewswire--Oct. 21/

SOURCE Southwest Airlines