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Southwest Airlines Appoints New Member to Board of Directors

DALLAS, Jan. 28 /PRNewswire-FirstCall/ -- The Southwest Airlines Board of Directors today appointed Doug Brooks, Chairman, President, and Chief Executive Officer of Brinker International, to the Board, effective Feb. 15, 2010. For a photo of Brooks, please click here: <http://gallery.swamedia.com/imageSingle/ImageID=SWA2010012760239/tpl2=images/type=jpg>

Brinker's portfolio includes Chili's Grill & Bar, On The Border Mexican Grill & Cantina, and Maggiano's Little Italy. Brinker currently owns or franchises more than 1,700 restaurants in 50 states, 29 countries, and two territories, and has more than 125,000 employees.

Brooks joined Chili's in February 1978 as a manager at the company's original location on Greenville Avenue in Dallas. He rose through the ranks at Chili's, holding numerous positions including General Manager, Area Director, and Regional Vice President. Brooks was named President of the brand in 1994. In January 1999, he was promoted to President and COO of Brinker International. CEO and Chairman of the Board were added to his title and responsibilities in 2004.

"We are delighted to have Doug join and know that he will be an excellent addition to the quality Leadership that currently sits on the Southwest Board of Directors," said Gary Kelly, Chairman of the Board, President, and Chief Executive Officer for Southwest Airlines. "His business knowledge and hands-on experience will complement the existing talent and serve as a tremendous benefit for our Team."

Brooks earned a Bachelor of Science degree in Hotel and Restaurant Management from the University of Houston in 1975. He serves on the board of directors for Romano's Macaroni Grill, Limbs for Life Foundation, Kenny Can Foundation, Dallas Citizens Council, AT&T Performing Arts Center, and on the professional advisory board of St. Jude Children's Research Hospital.

Outside of the restaurant business and his community activities, Brooks spends his time with his wife of 32 years, Holly, and their two adult sons, Taylor and Kyle.

Brooks will initially serve for a term lasting until the Company's next Annual Meeting of Shareholders in May 2010. Other members of Southwest's Board of Directors are: David W. Biegler; C. Webb Crockett; William H. Cunningham, Ph.D.; John G. Denison; Travis C. Johnson; Gary C. Kelly; Nancy B. Loeffler; John T. Montford; and Daniel D. Villanueva.

After 38 years of service, Southwest Airlines (NYSE: LUV) continues to differentiate itself from other low fare carriers—offering a reliable product with exemplary Customer Service. Southwest Airlines is the most productive airline in the sky and offers Customers a comfortable traveling experience. Southwest Airlines is the nation's largest carrier in terms of originating domestic passengers boarded, currently serving 68 cities in 35 states. Based in Dallas, Southwest currently operates more than 3,100 flights a day and has nearly 35,000 Employees systemwide.

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