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Southwest Airlines Sponsors Denver's Road Home Annual 'PJ Day'

Southwest Donates \$5,000 in Cash and Roundtrip Tickets to Help End Homelessness in Denver

DALLAS, Jan. 28 /PRNewswire-FirstCall/ -- **Southwest Airlines** is teaming up with the Mayor of Denver to support Denver's Road Home -- the Mayor's ten-year plan to end homelessness in the Mile High City -- with a cash donation of \$5,000 and roundtrip airline tickets for the annual "PJ Day." Southwest will participate in activities during "PJ Day" designed to increase awareness and support the mission of Denver's Road Home, and the airline's Employees at Denver International Airport (DIA) will be donning their PJs throughout the day. Southwest Airlines has been a partner of Denver's Road Home since 2008, regularly supporting initiatives through volunteerism and the donation of airline tickets. To read a blog post from Denver's Mayor John Hickenlooper about this initiative, visit: www.blogsouthwest.com.

"Southwest Airlines is committed to giving back to the Denver community through our support of Denver's Road Home, as well as many other partnerships where we strive to make a positive difference through our Share the Spirit program," said Linda Rutherford, Southwest's Vice President of Communication and Strategic Outreach. "We commend Mayor Hickenlooper for his dedication to end homelessness in Denver, and we can't wait to see him in his PJs!"

"Denver's Road Home and the Mile High United Way are pleased to join Southwest Airlines and 65 other businesses, 30 schools and more than 30 restaurants and hotels in the fight to end homelessness through PJ Day," said Mayor Hickenlooper. "In the past five years, with the support of community partners like Southwest Airlines, we have raised more than \$1 million by wearing PJs for one day in an effort to make sure everyone in Denver has a place to call home."

Southwest Airlines began service to Denver on Jan. 3, 2006, with 13 daily nonstop departures to three destinations. The airline currently operates 114 daily nonstop flights from the Mile High City, making Denver the fastest growing city in the Company's history. In June 2010, Southwest will operate 133 daily flights and by August 2010, Southwest will operate 144 daily nonstop flights from Denver to 43 cities, making Denver the airline's fifth largest market.

Southwest Airlines' Share the Spirit program embodies the culture of positive impact in the communities it serves – demonstrated through Southwest's charitable giving, Employee volunteerism, and community relations programs. Southwest Airlines is one of the most honored airlines in the world, consistently appearing on the FORTUNE Magazine's "Most Admired Companies" list. After 38 years of service, Southwest Airlines, the nation's leading low-fare carrier, continues to stand above other airlines – offering a reliable product with exemplary Customer Service. Southwest Airlines (NYSE: LUV) currently serves 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 who work hard each and every day to provide excellent Customer service and make a difference in the community. To learn more about Southwest's community involvement, visit www.southwest.com/cares.

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