

March 25, 2010



Southwest Airlines Named Official Airline of National Hispanic PR Conference

DALLAS, March 25 /PRNewswire-FirstCall/ -- Southwest Airlines (NYSE: LUV) has been named Official Airline of the National Hispanic PR Conference to be held May 10-13 in Dallas. The gathering of more than 400 public relations professionals hopes to foster discussion of new trends and common needs of Hispanic audiences.

"Southwest Airlines believes this is a great opportunity to openly discuss the emergence of new markets and how to best create effective and relevant communication strategies for those audiences," said Olga Romero, Bilingual Communications Specialist for Southwest.

"We are proud the National Hispanic PR Conference will be held in our hometown, Dallas, and hope for great conversation not only about the mission of the conference, but also about Dallas as a destination suited for grand events."

Southwest Airlines' headquarters in the city of Dallas supports more than 5,000 Employees based in or near Dallas Love Field airport. To register attendance for the conference, please visit www.hispanicprconference.com and for the best deals in travel, visit www.southwest.com.

"Southwest Airlines' sponsorship of our industry's first-ever conference is itself an endorsement, not just of the terrific niche work our industry does in Hispanic public relations, but of diversity," said Manny Ruiz, President of the Hispanic PR Conference. "We're truly delighted to work with a company that is not only based in Dallas, the home for our first national conference, but that practices what it preaches about diversity."

After more than 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 is the most productive airline in the sky and offers Customers a comfortable traveling experience with all premium leather seats and plenty of legroom.

Southwest Airlines, the nation's largest carrier in terms of domestic passengers enplaned, currently serves 68 cities in 35 states. Southwest currently operates more than 3,200 flights a day and has nearly 35,000 Employees systemwide.

<http://www.southwest.com>

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