

April 22, 2010



Southwest Airlines Honors the State of Florida

WHAT: Southwest is honoring the State of Florida with a very special dedication showing Southwest's continued commitment to the Florida market. Southwest Airlines will host a kickoff event at Tampa International Airport's Red Hangar, followed by a tour visiting each city the carrier serves in Florida.

WHEN: Friday, April 23

VISUALS: -- A very large, new addition to Southwest Airlines
-- Southwest Airlines Employees

TAMPA

WHO: Ken Hagen, Hillsborough County Board of Commissioners Chairman
Gary Kelly, Southwest Airlines Chief Executive Officer
Ginger Hardage, Southwest Airlines Senior Vice President of Culture and Communication
Local Southwest Airlines Employees and Invited Guests

WHEN: Friday, April 23
9:00 a.m.

WHERE: Tampa International Airport

Red Hangar
4424 N. Westshore Blvd.
Tampa, FL 33614

Media Contact Brenda Geoghagan upon arrival, c: 813-927-9702

JACKSONVILLE

WHO: Adam Hollingsworth, Chief of Staff to Mayor John Peyton
Kevin Krone, Southwest Airlines Vice President of Marketing, Sales and Distribution
Linda Rutherford, Southwest Airlines Vice President of Communication and Strategic Outreach
Local Southwest Airlines Employees and Invited Guests

WHEN: Friday, April 23
11:00 a.m.

WHERE: Jacksonville International Airport
Southwest Airlines ticket counter

Media Contact Diane Patten upon arrival, c: 904-741-2383

WEST PALM BEACH

WHO: Kevin Krone, Southwest Airlines Vice President of Marketing, Sales and Distribution
Linda Rutherford, Southwest Airlines Vice President of Communication and Strategic Outreach
Local Southwest Airlines Employees and Invited Guests

WHEN: Friday, April 23
1:00 p.m.

WHERE: West Palm Beach International Airport
Southwest Airlines ticket counter

Media Contact Dana Shapir upon arrival, c: 321-436-2086

FT. LAUDERDALE/HOLLYWOOD

WHO: Ft. Lauderdale Vice Mayor Romney Rogers
Kevin Krone, Southwest Airlines Vice President of Marketing, Sales
and Distribution
Linda Rutherford, Southwest Airlines Vice President of Communication
and Strategic Outreach
Local Southwest Airlines Employees and Invited Guests

WHEN: Friday, April 23
2:00 p.m.

WHERE: Ft. Lauderdale/Hollywood International Airport
Southwest Airlines ticket counter

Media ContactTennina McAnanyupon arrival, c: 954-817-8454

ORLANDO

WHO: Orlando Mayor Buddy Dyer
Kevin Krone, Southwest Airlines Vice President of Marketing, Sales
and Distribution
Linda Rutherford, Southwest Airlines Vice President of Communication
and Strategic Outreach
Local Southwest Airlines Employees and Invited Guests

WHEN: Friday, April 23

3:30 p.m.

WHERE: Orlando International Airport

Southwest Airlines ticket counter

Media Contact Stan Cielak upon arrival, c: 407-432-2099

FT. MYERS

WHO: Ft. Myers Mayor Randy Henderson, Jr.

Bob Ball, Lee County Port Authority Executive Director

Kevin Krone, Southwest Airlines Vice President of Marketing, Sales
and Distribution

Linda Rutherford, Southwest Airlines Vice President of Communication
and Strategic Outreach

Local Southwest Airlines Employees and Invited Guests

WHEN: Friday, April 23

5:30 p.m.

WHERE: Ft. Myers International Airport

Southwest Airlines ticket counter

Media Contact Celena Marr upon arrival, c 757-286-2983

SOURCE Southwest Airlines