

May 12, 2010



Webcast Alert: Southwest Airlines Co. Annual Meeting of Shareholders

DALLAS, May 12 /PRNewswire-FirstCall/ -- Southwest Airlines Co. (NYSE: LUV) invites you to listen to a live webcast presentation of its Annual Meeting of Shareholders. A link to the webcast will be made available via the Investor Relations homepage on the Southwest Airlines website. Details of the audio webcast are as follows:

Date: Wednesday, May 19, 2010

Time: 10:00 a.m. Central Time

Web Address: www.southwest.com/investor_relations

Contact: Investor Relations (214) 792-4415

To access the live audio webcast on the Investor Relations homepage, go to www.southwest.com and click on "Investor Relations" under the "About Southwest" menu at the bottom of the page. A replay of the webcast will also be available on the Events Calendar in the Investor Relations section of www.southwest.com.

Minimum Requirements to listen to broadcast:

The Windows Media Player software, downloadable free from <http://www.microsoft.com>, and at least a 56K bps connection to the Internet. If you experience problems listening to the webcast, send an e-mail to: webcast@multivu.com.

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