

July 13, 2010



# Southwest Airlines Partners With EAA at 2010 Air Venture

**Southwest is participating in the Oshkosh Air Show for the first time.**

DALLAS, July 13 /PRNewswire-FirstCall/ -- Southwest Airlines (NYSE: LUV) and the EAA announced the carrier's participation in this year's Air Venture air show to be held in Oshkosh, WI from July 26 until August 1. The annual air show, which draws more than 550,000 visitors from 75 countries each year, is the world's premier aviation enthusiast event. The highlight of Southwest's participation will be the arrival of one of the airline's Boeing 737-700 aircraft on Saturday, July 31. The aircraft will feature a unique decal and will be open for tours throughout the day to Air Venture visitors.

"Southwest Airlines is honored to participate in the greatest aviation event in the world," said Chuck Magill, Southwest's Vice President of Flight Operations. "Besides being the ultimate aviation event in the world, Air Venture is the largest event in Wisconsin, and our participation reflects our excitement to be a part of the great state of Wisconsin through our service to Milwaukee." For more information about Southwest's participation, visit our blog, <http://www.blogsouthwest.com/blog/oshkosh-countdown-air-venture-here-comes-southwest-airlines>.

In addition to participating in the 2010 Air Venture, Southwest is helping the EAA with its goal of spreading passion about aviation. The organization's Young Eagles program brings aviation to young people, and to raise money for this program, the EAA is raffling an airplane. For as little as \$1 a chance, someone could win an Aviat Husky with some impressive add-ons, or a number of other great prizes. All proceeds go to EAA initiatives to light the spark of aviation in youth. For information about this raffle, visit <http://www.airventure.org/sweepstakes/>, and for Air Venture information, visit the EAA web site at <http://www.airventure.org/>.

After 39 years of service, Southwest Airlines continues to differentiate itself from other low fare carriers—offering a reliable product with exemplary Customer Service. Southwest Airlines is the nation's largest carrier in terms of originating domestic passengers boarded, now serving 69 cities in 35 states. Southwest currently offers 12 daily nonstops from Milwaukee to six cities: Baltimore/Washington, Kansas City, Las Vegas, Orlando, Phoenix, and Tampa Bay, with additional direct or connecting service to 55 cities. Southwest also is one of the most honored airlines in the world, known for its commitment to the triple bottom line of Performance, People, and Planet. To read more about how Southwest is doing its part to be a good citizen, visit [southwest.com/cares](http://southwest.com/cares) to read the One Report. Based in Dallas, Southwest currently operates more than 3,300 flights a day and has nearly 35,000 Employees systemwide.

[www.southwest.com](http://www.southwest.com)

SOURCE Southwest Airlines