

July 28, 2010



Southwest Airlines News Teleconference Second Quarter 2010 Financial Results

WHO: Gary Kelly, Chairman of the Board, President, and
Chief Executive Officer

Laura Wright, Senior Vice President Finance and Chief Financial Officer

WHAT: Upon completion of the question and answer portion of the call dedicated to our audience of investors/analysts, members of the media will be given an opportunity to ask questions of Mr. Kelly and Ms. Wright about the airline's financial results for the second quarter 2010.

WHERE: Mr. Kelly and Ms. Wright will be taking media calls from the offices of Southwest Airlines Corporate Headquarters in Dallas.

WHEN: 10:30 AM Central Daylight Time

July 29, 2010

HOW: Those interested in participating in the News Teleconference should dial (888) 271-8596 up to ten minutes prior to the 10:30 a.m. CDT start of the call.

A live broadcast of the conference call will be available via the Investor Relations homepage at southwest.com/investor_relations. A replay of the webcast will also be available on the Events Calendar in the Investor Relations section of the website.

www.southwest.com

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