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Southwest Airlines Is Selected by Hispanic Business Magazine as One of the 2010 Diversity Elite 60

Southwest is included in the directory of the best companies for Hispanics

DALLAS, Sept. 16 /PRNewswire-FirstCall/ -- Hispanic Business Magazine just announced that Southwest Airlines has been selected as one of the 2010 Diversity Elite companies in the United States. The list will be featured in the September issue of Hispanic Business Magazine. Southwest Airlines exemplified the inclusion of diversity measures in the workplace by meeting more than 32 variables that measure a company's commitment to Hispanic hiring, promotion, marketing, philanthropy and supplier diversity.

Top companies on this year's list went well beyond workforce diversity initiatives and implemented strategies to reach more Hispanic consumers and increase their businesses with minority- and Hispanic-owned suppliers.

For a more in-depth, comprehensive listing of the companies, visit www.hispanicbusiness.com during the month of September to receive a categorical breakdown of the Diversity Elite 60.

"We are proud to be selected by Hispanic Business Magazine as one of the top Diversity Elite 60 companies," said Jeff Lamb, Senior Vice President of Administration and Chief People Officer at Southwest. "At Southwest Airlines, Diversity and Inclusion means having a modern and multi-faceted work force as a key competitive advantage in the national marketplace."

ABOUT HISPANIC BUSINESS MEDIA

Now celebrating 30 years as an award-winning publishing and information services company, Hispanic Business Media is the nation's leading source of information for and about Hispanic professionals and entrepreneurs. **Hispanic Business** Magazine is the company's flagship publication. Other entities include www.HispanicBusiness.com, www.HireDiversity.com, HispanTelligence®, and Hispanic Business Events including the Entrepreneur of the Year Awards Gala (EOY) and the Woman of the Year Awards Gala (WOY).

ABOUT SOUTHWEST AIRLINES

After nearly 40 years of service, Southwest Airlines (*NYSE: LUV*) 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 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](https://www.southwest.com/cares)** to read the One Report. Based in Dallas, Southwest currently operates more than 3,200 flights a day and has nearly 35,000 Employees systemwide.

www.southwest.com

SOURCE Southwest Airlines