

September 22, 2010



Southwest Airlines Welcomes the United States Hispanic Chamber of Commerce's 31st Annual Convention to Hometown Dallas

The Carrier serves as a Diamond Sponsor in this year's events.

DALLAS, Sept. 22 /PRNewswire-FirstCall/ -- Southwest Airlines is a proud Diamond sponsor of the US Hispanic Chamber of Commerce's (USHCC) 31st Annual National Convention & Business Expo which starts today in the Carrier's hometown: Dallas.

"We are very excited that the USHCC selected Dallas--our hometown--to celebrate their annual convention. It is an honor to participate in this annual business event where top Leaders from all over the nation gather together to find new opportunities for Latinos and business owners overall. The US Hispanic Chamber of Commerce (USHCC) will gather more than 4,000 business owners in an important conversation about the economy," said Christine Ortega, Corporate Community Affairs manager for Southwest Airlines. "We are proud to contribute to this organization and to be part of the effort to spur economic growth in our nation."

Ortega also serves on the Senior Executive Corporate Advisory Board providing advice and input to USHCC leaders as needed. In support of the event, Southwest Airlines will team with the Chamber to offer the Chamber's members information about specific products like Business Select and DING! tools that can save the business travelers time and money.

In addition to support of organizations like the Hispanic Chamber of Commerce, Southwest Airlines provides assistance to minority owned businesses who want to become certified suppliers of the airline through its Supplier Diversity program. Richard Moore, Southwest Airlines' Director of Supplier Diversity, serves as the liaison through the Chamber's Procurement Executive Corporate Advisory Board.

"We are very proud to have Southwest Airlines as the Diamond Sponsor of the United States Hispanic Chamber of Commerce's annual convention," said Chamber Chief Executive Javier Palomarez. "Southwest Airlines has been a key partner for many years and their dedication to and support of the Hispanic business community is strong. We look forward to this opportunity to continue strengthening our longstanding corporate relationship as it gives our members the freedom to fly."

About the USHCC's 31st Annual National Convention & Business Expo

Founded in 1979, the USHCC has held an annual convention each year, visiting various cities across the United States and Puerto Rico over the past thirty years. It is known as the most important national event for the Hispanic Business community on an annual basis.

The USHCC's 31st Annual Convention is made possible Southwest Airlines, Diamond Sponsor of the Conference. For an updated list of partners and potential sponsorship information, visit www.usbcc.com/convention.

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 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

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