

October 20, 2010



Webcast Alert: Southwest Airlines to Discuss Third Quarter 2010 Financial Results on October 21, 2010

DALLAS, Oct. 14 /PRNewswire-FirstCall/ -- Southwest Airlines Co. (NYSE: LUV) invites you to listen to a live webcast of its third quarter 2010 financial results. Details are as follows:

When: October 21, 2010 at 12:30 PM Eastern Time

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

Laura Wright, Senior Vice President Finance and Chief Financial Officer

Web Address: http://www.southwest.com/investor_relations

Contact: Investor Relations, (214) 792-4415

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

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