

November 12, 2010



Southwest Airlines Names New Vice President of the Operations Coordination Center (OCC)

Captain Jeff Martin Brings More Than Two Decades of Aviation Experience to Leadership Position

DALLAS, Nov. 12, 2010 /PRNewswire-FirstCall/ -- Southwest Airlines is pleased to announce that Captain Jeff Martin has been named the carrier's first Vice President of the Operations Coordination Center.

Captain Martin began his career with Southwest Airlines in 1990 as a Southwest Pilot. Most recently, he served as the Assistant Director of Operations. Captain Martin maintains his status as a Southwest Captain/Check Pilot and civilian flight instructor as he brings a wealth of operational and regulatory expertise to the OCC. Captain Martin was instrumental in leading the Southwest Airlines RNP program and numerous change initiatives within Flight Operations and is currently leading the evaluation efforts as Southwest's Business Delivery Leader for the Boeing - 787 integration project. He (and the Southwest Team) were also recently named as a recipient of the 2010 Williams Trophy for innovation in aviation award.

"We are pleased to have Jeff leading our extraordinary OCC Team as we head into an extremely exciting time for Southwest," said Greg Wells, Southwest Airlines Senior Vice President Operations. "Jeff's leadership, knowledge, and vision will be key as we prepare the operation for 2011 and beyond."

Southwest's OCC ensures the safe and timely operation of Southwest Airlines. They play a large role in both the strategic and tactical decision-making of the more than 3,100 daily flights across 69 cities. For a photo of Captain Martin, please use this link (<http://gallery.swamedia.com/photos>).

After nearly 40 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 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 Southwest Airlines One Report™. Based in Dallas, Southwest currently operates more than 3,100 flights a day and has nearly 35,000 Employees systemwide.

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