

December 1, 2010



Southwest Airlines Co. to Present at the Hudson Securities Airline Conference

DALLAS, Dec. 1, 2010 /PRNewswire-FirstCall/ -- Southwest Airlines Co. (NYSE: LUV) has been invited to speak at the Hudson Securities Airline Conference. Hudson Securities will be webcasting the audio presentation live, and a link to the webcast will be made available via the Investor Relations homepage on the Southwest Airlines website. Details of the audio webcast are as follows:

Date: Wednesday, December 8, 2010

Time: 10:30 a.m. Eastern Time

Speaker: Laura Wright, Senior Vice President Finance and Chief Financial Officer

Web Address: www.southwest.com/investor_relations

Contact: Investor Relations (214) 792-4415

To access the live audio webcast on the Investor Relations homepage, go to www.southwest.com and click on "Investor Relations" under the "About Southwest" menu at the bottom of the page. A replay of the Southwest Airlines presentation will be available on the Events Calendar in the Investor Relations section of www.southwest.com.

Minimum Requirements to listen to broadcast:

Windows Media Player software, downloadable free from <http://www.microsoft.com>, and at least a 56K bps connection to the Internet. If you experience problems listening to the webcast, click on "Online Help" in the webcast browser.

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