

December 7, 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](http://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](http://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](http://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.

SOURCE Southwest Airlines Co.