

December 13, 2010



Webcast Alert: Southwest Airlines Co. 2010 Analyst Meeting

DALLAS, Dec. 13, 2010 /PRNewswire/ -- Southwest Airlines Co. (NYSE: LUV) invites you to listen to a live webcast of its 2010 Analyst Meeting. Southwest 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: Thursday, December 16, 2010

Time: 10:30 a.m. Eastern Time

Speakers: Gary Kelly, Chairman, President, and Chief Executive Officer
Bob Jordan, Executive Vice President Strategy and Planning
Laura Wright, Senior Vice President Finance and Chief Financial Officer
Dave Ridley, Senior Vice President Marketing and Revenue Management
Mike Van de Ven, Executive Vice President and Chief Operating 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 presentation will be available on Friday, December 17, 2010, on the Events Calendar in the Investor Relations section of www.southwest.com.

Minimum Requirements to listen to broadcast:

The Windows Media Player software, downloadable free from <http://www.microsoft.com> and at least a 56Kbps connection to the Internet. If you experience problems listening to the webcast, send an e-mail to: webcast@multivu.com.

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