

February 14, 2011



Southwest Airlines Once Again Official Airline of Chinese New Year Festival and Parade

Southwest Employees Celebrate Lunar Year 4709 with Custom Parade Float

DALLAS, Feb. 14, 2011 /PRNewswire/ -- *Gung Hay Fat Choy!* Happy Chinese New Year! [Southwest Airlines](#) (NYSE: LUV) is once again the title sponsor of the San Francisco Chinese New Year Festival and Parade in this Year of the Hare. To celebrate its 40th Anniversary, Southwest Airlines is staging one of its most lavish Parade floats, featuring all things Lunar New Year including dozens of intricately carved New Year figurines, countless popping firecrackers, pinwheels, fans, a myriad of lucky symbols and blossoms, lions, and dragons.

"Southwest Airlines is devoted to serving the Asian American Pacific Islander (AAPI) communities. From celebrating cultural events to partnering with local community organizations, we honor AAPI Heritage with pride," said Laura Lopez, Southwest Airlines Assistant Manager of Marketing and Brand Engagement. "We are excited to present a splendid float where our Employees will share in the celebration of the year of the Hare!"

Named one of the top ten parades by the International Festivals and Events Association, the Southwest Airlines Chinese New Year Parade in San Francisco is one of the few remaining illuminated parades in the country. Started in the 1860's by the Chinese in San Francisco as a means to educate the community about their culture, the Parade and Festival has grown to be the largest celebration of Asian culture outside Asia. To see the schedule of events, please visit www.chineseparade.com.

"Our Chinese New Year Parade is possible thanks to the contributions of sponsors like Southwest Airlines. Southwest walks the walk when it comes to the communities they serve. Their commitment to our organization has enabled us to grow every year into the largest Asian celebration in the nation," said Kenny Tse, President of the San Francisco Chinese Chamber of Commerce.

About Southwest Airlines

In its 40th year 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. Beginning March 13, 2011, Southwest will initiate service to Charleston and Greenville/Spartanburg, South Carolina, and on March 27, 2011, service will begin to Newark Liberty International Airport. 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 3,200 flights a day and has nearly 35,000 Employees systemwide.

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