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Southwest Airlines Names New Vice President of Cargo & Charters

Matt Buckley Brings More Than Two Decades of Aviation Experience to Leadership Position

DALLAS, March 25, 2011 /PRNewswire/ -- Southwest Airlines is pleased to announce that Matt Buckley has been promoted to Vice President Cargo & Charters.

Matt began his career with Southwest Airlines in 1982 as a Southwest Ramp Agent in Midland, Texas. With the majority of Matt's 29-year career focused on leading our Cargo Management Group, Southwest has benefited tremendously from his vision and Leadership. Southwest's Cargo and Charter business generates significant revenue annually and Matt accredits much of Cargo's success as an Industry Leader to the hardworking Cargo, Ramp, and Operations Employees across our system.

"This is a well deserved promotion for Matt, who has shown his leadership and vision by increasing the breadth, scope, and profitability of our award-winning Cargo service," said Southwest Airlines Senior Vice President Operations Greg Wells. "I am consistently impressed with his commitment to Southwest and to his People."

Southwest Airlines Cargo is recognized as an industry leader, winning numerous awards due to the relentlessly reliable Southwest Employees who run its operations to over 90 destinations across the nation, which includes interline and road feeder service. Southwest Airlines Cargo Employees continue to focus on improving the Customer Experience, delivering excellent Customer Service and operational excellence for which the carrier is known.

In its 40th year of service, Southwest Airlines (NYSE: LUV) 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 71 cities in 35 states. Beginning 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 3,400 flights a day and has nearly 35,000 Employees systemwide.

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