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Southwest Airlines Recognized for Contribution to the American Red Cross Annual Disaster Giving Program

Assistance Critical to Enabling Red Cross to Respond to Disasters in the United States

WASHINGTON, April 18, 2011 /PRNewswire/ -- The American Red Cross today recognized Southwest Airlines for its support of Red Cross disaster response work through the Annual Disaster Giving Program.

Members of the Red Cross Annual Disaster Giving Program pledge donations on an on-going basis, in advance of major disasters, to help the Red Cross ensure an immediate response to meet the needs of those affected by disasters of all sizes, at no cost and regardless of income.

"Thanks to the support of Southwest Airlines and other companies and foundations, the Red Cross has a reliable funding base for disaster relief services," said Gail McGovern, President and CEO of the American Red Cross. "This enables the Red Cross to respond immediately to the needs of individuals and families impacted by disaster anywhere in the United States, providing food, shelter, mental health counseling, and other essential assistance to disaster victims."

Southwest Airlines has been a partner and contributor to the Red Cross for years, collecting items for adult and children's comfort kits around the nation and volunteering their talents at various events and on disaster scenes. Southwest Airlines is one of the newest members of the Annual Disaster Giving Program, solidifying its position as one of the Red Cross' most committed supporters. In its new role as a member of the Annual Disaster Giving Program, Southwest Airlines will contribute financially as well as providing travel vouchers, which allows the Red Cross to more readily deploy volunteers and most effectively respond to the needs of those affected by disaster.

"Southwest Airlines has always believed in hoping for the best and preparing for the worst, that's why we're committed to supporting disaster preparedness and response organizations like the Red Cross," said Linda Rutherford, Southwest Airlines Vice President of Communication and Strategic Outreach. "We're thrilled to be a part of the Annual Disaster Giving Program to further prepare and support our communities year-round."

"The generous donations by members of the Annual Disaster Giving Program help the Red Cross assist victims of disaster and support volunteers who work tirelessly at the disaster scene," said Neal Litvack, Chief Development Officer at the American Red Cross. "All money donated by the program members and by the general public is essential to our ability to serve the mission of the Red Cross."

Other members of the Annual Disaster Giving Program include major leading companies such as Altria, Aon, Cisco Foundation, ConAgra Foods, Darden Restaurants, Inc., Dr Pepper Snapple Group, FedEx Corporation, GE Foundation, The Home Depot Foundation, John Deere Foundation, Kimberly-Clark Corporation, Kraft Foods, Lowe's Companies, Inc., Merck, Morgan Stanley, Nationwide Insurance Foundation, Northrop Grumman, Ryder Charitable Foundation, State Farm, State Street Foundation, Target, The TJX Companies, Inc., UnitedHealthcare, UPS and Walmart.

People can join the Annual Disaster Giving Program members in supporting the Red Cross Disaster Relief and help provide food, shelter, counseling and other assistance to the victims of thousands of disasters across the country each year. Visit RedCross.org or call 1-800-RED-CROSS (1-800-733-2767) to make a donation.

About the American Red Cross:

The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies nearly half of the nation's blood; teaches lifesaving skills; provides international humanitarian aid; and supports military members and their families. The Red Cross is a charitable organization — not a government agency — and depends on volunteers and the generosity of the American public to perform its mission. For more information, please visit www.redcross.org or join our blog at <http://blog.redcross.org>.

About Southwest Airlines:

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 72 cities in 37 states. 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/citizenship 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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