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Southwest Airlines Executives Assume New Roles

Executive Changes Take Effect Today

DALLAS, Sept. 22, 2011 /PRNewswire/ -- Southwest Airlines (NYSE: LUV) today announced several executive changes at the Company.

Bob Jordan, Southwest's current Executive Vice President Strategy & Planning, has been promoted to Executive Vice President & Chief Commercial Officer, and he maintains his role as President of AirTran Airways. In his new role, Jordan will oversee several senior leaders and areas including Marketing, Revenue Management, Customer Relations & Rapid Rewards, Customer Support & Services, the Customer Experience, and Network and Corporate Planning.

Jeff Lamb, Southwest's current Senior Vice President Administration & Chief People Officer, has been promoted to Executive Vice President & Chief People & Administrative Officer. In his new role, Lamb is responsible for People & Leadership Development, Technology, Diversity & Inclusion, Purchasing, Fuel Management, Facilities, and Corporate Security.

Ellen Torbert, Southwest's current Vice President of Customer Support & Services, has been promoted to Vice President of Diversity & Inclusion. In this newly created leadership role, Ellen will provide leadership, vision, and advocacy as Southwest continues its work to foster an inclusive work environment.

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 and has recently acquired AirTran Airways, now a wholly owned subsidiary of Southwest Airlines Co. Southwest serves 72 cities in 37 states and 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(TM). Based in Dallas, Southwest currently operates more than 3,400 flights a day and has more than 35,000 Employees systemwide.

For photos and bios, visit www.swamedia.com.

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