

March 25, 2012



## Southwest Airlines Co. to Present at the 2012 Maxim Group Growth Conference

DALLAS, March 25, 2012 /PRNewswire/ -- Southwest Airlines Co. (NYSE: LUV) has been invited to speak at the 2012 Maxim Group Growth Conference. Maxim Group 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:	Monday, March 26, 2012
Time:	9:30 a.m. Eastern Time
Speaker:	Ron Ricks, Executive Vice President and Chief Legal and Regulatory Officer
Web Address:	<a href="http://southwest.investorroom.com/">http://southwest.investorroom.com/</a>
Contact:	Investor Relations (214) 792-4415

To access the live audio webcast, click on the link above, or go to [www.southwest.com](http://www.southwest.com) and click on "Investor Relations" under the "About Southwest" menu at the bottom of the page. Upon completion of the live webcast, a replay will be available in the Investor Relations Events Calendar at <http://southwest.investorroom.com/past-events>.

Minimum Requirements to listen to broadcast:

Windows Media Player software, downloadable free from <http://www.microsoft.com>, and at least a 56K bps connection to the Internet. If you experience problems listening to the webcast, click on Help in the webcast browser.

SOURCE Southwest Airlines Co.