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CivilianJobs.com Recognizes Southwest Airlines As 2012 Most Valuable Employer (MVE) for Military®

Award Celebrates Southwest Airlines' Commitment to Veterans

DALLAS, May 8, 2012 /PRNewswire/ -- CivilianJobs.com today recognized [Southwest Airlines](http://SouthwestAirlines.com) (NYSE: LUV) as the only airline on its list of 2012 Most Valuable Employers (MVE) for Military. Employers on the list were selected based on the best recruiting, training, and retention plans for military service members and veterans.

"[Southwest Airlines](http://SouthwestAirlines.com) has a long history of supporting the men and women who fight for our Freedoms," said Jeff Lamb, Southwest's Executive Vice President, Chief People and Administrative Officer. "Military service members and veterans possess the specialized skills and discipline needed for many of our positions, and we feel fortunate to be an Employer of choice for those who have served our country."

Southwest has a long history of supporting men and women in uniform and works closely with many organizations that support active duty military and their families and veterans, including The Mission Continues, the Armed Forces Foundation, Iraq Afghanistan Veterans Association, and Honor Flight. Southwest also has named November "Military Heroes Month" to additionally recognize and celebrate those who fight for the Freedoms of our country.

"I have come to look forward to the month of May and the subsequent release of the employer names, representing both large and small businesses, which receive the Most Valuable Employers for Military honor," said Sandra Morris, CEO, Bradley-Morris, Inc., parent company of CivilianJobs.com. "The number of companies that CivilianJobs.com recognizes today as MVEs has increased each year of the award. This trend, where more employers are focusing their resources on the hiring and retaining of military, is one to celebrate. I congratulate Southwest Airlines for this recognition."

The 2012 Most Valuable Employers (MVE) for Military was open to all U.S.-based companies. In addition to being recognized in the May issue of *Civilian Job News*, CivilianJobs.com's worldwide military base newspaper, winning employers will also be displayed on the CivilianJobs.com website.

About Southwest Airlines

Southwest Airlines has a long history of supporting the men and women who fight for our Freedoms and has been named one of G.I. Jobs Top 100 Military Friendly Employers. Southwest Airlines also was recognized by the Employer Support of the Guard and Reserve (ESGR) for our commitment and support of our National Guard and Reserve Employees. Southwest Airlines continues to differentiate itself from other low-fare carriers – offering a reliable product and exemplary Customer Service. Southwest Airlines is the nation's largest carrier in terms of originating domestic passengers boarded, now serving 73 cities in 38

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 Airlines 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 3,300 flights a day and has nearly 39,000 Employees system-wide.

About CivilianJobs.com and MVE – CivilianJobs.com, where America's military connects with civilian careers, delivers job fairs, staffing services, a job board plus employer advertising in our military base newspaper, *Civilian Job News*. The CivilianJobs.com Most Valuable Employers (MVE) for Military serves to help military-experienced job seekers identify the top employers to target for civilian careers. MVEs are selected annually based on those employers whose recruiting, training and retention plans best serve military service members and veterans.

SOURCE Southwest Airlines