

November 4, 2014



Southwest Airlines Pays Tribute To Our Nation's Troops Throughout November During "Military Heroes Month"

DALLAS, Nov. 4, 2014 /PRNewswire/ -- For the fifth straight year, [Southwest Airlines](#) (NYSE: LUV) is devoting November to honoring our service men and women by designating it as "Military Heroes Month." Southwest will host an array of programs with nonprofit organizations during the month, while also sharing weekly military-themed stories on their Company blog, [NUTS About Southwest](#).

The Airline has a huge Heart for our military, and is committed to employing, supporting, and honoring those who have sacrificed to ensure our nation's freedom. As a Top 100 Military Friendly Employer and devoted supporter of national military nonprofit organizations, such as Armed Forces Foundation, The Mission Continues, Honor Flight and Iraq and Afghanistan Veterans of America, Southwest Airlines continues to support the military not just in November, but year-round. "The freedoms we enjoy don't come without the sacrifices of Veterans, our military service men and women, and their families," said Chuck Magill, Southwest Airlines Vice President Operational Coordination, and former member of the United States Marine Corps. "We're deeply committed to honoring our colleagues, Customers, family members, friends, and neighbors, with this extra appreciation during Military Heroes Month."

Southwest gives thanks to our service men and women during Military Heroes Month:

Nov. 8 - 11 | A Million Thanks, We Love Our Troops Customer Card Campaign, Nationwide

To commemorate Veteran's Day, Southwest is distributing We Love Our Troops cards to Flight Attendants to share with Customers, encouraging them to share their messages of thanks and support as they travel. The nonprofit organization, "A Million Thanks," will distribute the cards to deployed U.S. Military Troops stationed around the world.

Nov. 9 - 12 | Operation Freedom Bird, Welcome Home Celebration, Washington, D.C.

Now in its 26th year of service, Operation Freedom Bird (OFB) provides a unique healing journey to Arizona's combat veterans of all wars. Each year, approximately 50 veterans are selected to participate in the four-day healing journey that includes visiting the War Memorials in Washington, D.C. and experiencing Veteran's Day celebrations. For the past 15 years, Southwest Airlines has supported OFB by providing all program transportation and hosting a surprise celebration of the veterans' return home.

Nov. 11 - 13 | Iraq and Afghanistan Veterans of America Veterans Day Events, New York, NY

As a proud supporter of Iraq and Afghanistan Veterans of America, Southwest Airlines is honored to join them in uniting and recognizing our veterans during this important time of

year.

November | The Mission Continues Fellowship Program, Nationwide

Southwest Airlines has been a proud supporter of The Mission Continues and their Fellowship program since 2010 and has donated \$640,000 in travel to assist post-9/11 veterans who have accepted the challenge of continuing to serve at home.

November | Honor Flight Network, Nationwide

Since 2008, Southwest has had the privilege of being the official commercial airline of the Honor Flight Network (HFN). To date, Southwest has donated over \$2.5 million in travel to send 6,800 World War II veterans to visit their memorial in Washington, D.C.

Dec. 3 - 6 | Salute Our Troops, Las Vegas, Nevada

For the third year, Southwest Airlines, The Palazzo Las Vegas, and the Armed Forces Foundation will partner to provide a once-in-a-lifetime weekend getaway in Las Vegas for 72 wounded warriors from military hospitals in Washington D.C. and San Antonio.

ABOUT SOUTHWEST AIRLINES CO.

In its 44th year of service, Dallas-based Southwest Airlines (NYSE: LUV) continues to differentiate itself from other carriers with exemplary Customer Service delivered by more than 45,000 Employees to more than 100 million Customers annually. Based on the most recent data available from the U.S. Department of Transportation, Southwest is the nation's largest carrier in terms of originating domestic passengers boarded. The airline also operates the largest fleet of Boeing aircraft in the world to serve 93 destinations in 40 states, the District of Columbia, the Commonwealth of Puerto Rico, and five near-international countries. Some flights are operated by wholly owned subsidiary AirTran Airways. Southwest is one of the most honored airlines in the world, known for its triple bottom line approach that takes into account the carrier's performance and productivity, the importance of its People and the communities it serves, and its commitment to efficiency and the planet. The 2013 Southwest Airlines One Report™ can be found at southwest.com/citizenship.

From its first flights on June 18, 1971, Southwest Airlines launched an era of unprecedented affordability in air travel described by the U.S. Department of Transportation as "The Southwest Effect," a lowering of fares and increase in passenger traffic wherever the carrier serves. With Southwest Airlines, Bags Fly Free® (first and second checked pieces of luggage, size and weight limits apply), and there are no change fees (fare difference may apply) when you need to change your flight. Southwest's fleet offers leather seating and the comfort of full-size cabins, a majority of which are equipped with satellite-based WiFi connectivity over the United States, which enables live and video-on-demand TV currently FREE compliments of DISH, and a new, sustainable cabin interior. Southwest acquired AirTran Airways in May 2011 and by the end of 2014 intends to complete the full integration of the AirTran network into Southwest. With 41 consecutive years of profitability, the People of Southwest and AirTran operate more than 3,600 flights a day. Southwest Airlines' frequent flights and low fares are available online at southwest.com or by phone at 800-I-FLY-SWA.

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