

November 11, 2014



Southwest Airlines Recognized As A Top 100 Military Friendly Employer

Company Ranks for Sixth Consecutive Year on G.I. Jobs List

DALLAS, Nov. 11, 2014 /PRNewswire/ -- [Southwest Airlines](#)® (NYSE: LUV) announced today that it has been recognized as one of the Top 100 Military Friendly Employers® by Victory Media, publisher of G.I. Jobs and Military Spouse. The airline placed 33rd on the list, up from its previous rankings. This marks the sixth consecutive year for Southwest to receive this honor. Criteria for recognition includes the strength of company military recruiting efforts, the percentage of new hires with prior military service, retention programs, and company policies on National Guard and Reserve service.

"We are honored to be recognized as a Top Military Friendly Employer," said Julie Weber, Vice President People at Southwest Airlines. "A Warrior Spirit is one of the three core values in our Culture of 'Living the Southwest Way;' we look for that attribute in prospective candidates, and often find it in candidates with prior military service. Employees with a service background exemplify Working Hard, Being Courageous, and Perseverance."

Southwest is committed to providing opportunities for veterans and actively seeks military talent through various recruitment efforts such as career fairs and military job boards. The Company considers its more than 6,000 military Employees to be a competitive advantage and a vital part of the Southwest Family.

This award acknowledges Southwest's continual efforts to recognize our nation's military members, including the Company's celebration of "Military Heroes Month" in November. Throughout the month, the Company partners with various nonprofit organizations to host several events and programs to show its support for our nation's heroes.

Military Friendly Employers is in its 12th year of providing employment information for transitioning military service members and spouses. The companies taking the survey each year are held to a higher standard than the previous year via improved methodology, criteria, and weightings developed with the assistance of an Advisory Board. Leaders in the military recruitment community make up this board. A full list of board members can be found at www.MilitaryFriendly.com/board.

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. With more than 6,000 Employees either currently serving in the National Guard or Military Reserves or who are veterans, Southwest Airlines is proud to support our men or women in uniform all year long. The airline has been recognized numerous times by the Employer Support of the Guard and Reserve (ESGR) for its commitment and support of the airline's Employees who serve in the National Guard and Reserve and received recognition for naming November "Military Heroes Month" and celebrating its partnerships with nonprofits focused on active duty military, veterans, and families of military members, such as Honor Flights and Armed Forces Foundation. 2014 marks the 6th consecutive year G.I. Jobs Magazine named SWA one of the Top 100 Military Friendly Employers. To read more about how Southwest is doing its part to be a good citizen, visit **southwest.com/citizenship** to read the 2013 Southwest Airlines One Report™.

SOURCE Southwest Airlines