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# Tom Nealon Named Southwest Airlines EVP Strategy & Innovation

## Senior Executive Joins Airline after Resignation from Southwest Board of Directors

DALLAS, Nov. 25, 2015 /PRNewswire/ -- [Southwest Airlines](#) (NYSE: LUV) today announced that Tom Nealon will join Southwest Airlines in January 2016 as Executive Vice President Strategy & Innovation.

Until recently, Nealon served Southwest as a member of its Board of Directors. He was appointed to that position in 2010 and during the course of his service on the Board, he has participated on the Audit, Nominating and Corporate Governance, and Safety and Compliance Oversight committees. Nealon will report to Southwest Airlines Chairman, President, and CEO Gary Kelly.

Formerly, Nealon was Group Executive Vice President of JCPenney Company, Inc. He held other leadership positions at JCPenney in Information Technology, with [jcp.com](#), Corporate Strategy and Planning, and Digital Ventures. Nealon joined JCPenney as Executive Vice President & Chief Information Officer in 2006.

"As a board member, Tom was engaged and contributed at a high level," Kelly said. "Now, with his extensive knowledge in strategy, technology, and innovation, he will serve Southwest well in this leadership position."

For a photo of Nealon, please visit: [www.swamedia.com/photos](http://www.swamedia.com/photos).

Nealon earned a Bachelor of Science degree from Villanova University in Pennsylvania and a Master's degree in Business Administration from the University of Dallas. Before JCPenney, Nealon was a partner with The Feld Group, where he served in a consultant capacity as Chief Information Officer for Southwest from May 2002 to October 2006. Nealon has also served as Chief Information Officer for Frito-Lay, a division of PepsiCo.

### **ABOUT SOUTHWEST AIRLINES CO.**

In its 45th year of service, Dallas-based [Southwest Airlines](#) (NYSE: LUV) continues to differentiate itself from other air carriers with exemplary Customer Service delivered by more than 48,000 Employees to more than 100 million Customers annually. Southwest operates more than 3,600 flights a day, serving 97 destinations across the United States and seven additional countries.

Based on the U.S. Department of Transportation's most recent data, Southwest Airlines is the nation's largest carrier in terms of originating domestic passengers boarded. The Company operates the largest fleet of Boeing aircraft in the world, the majority of which are equipped with satellite-based WiFi providing gate-to-gate connectivity. That connectivity enables Customers to use their personal devices to access streaming music provided by

Apple Music or to view video on-demand movies and television shows, as well as nearly 20 channels of free, live TV compliments of our valued Partners. Southwest created [Transfarency<sup>SM</sup>](#), a philosophy which treats Customers honestly and fairly, and in which low fares actually stay low. Southwest is the only major U.S. airline to offer bags fly free® to everyone (first and second checked pieces of luggage, size and weight limits apply, some airlines may allow free checked bags on select routes or for qualified circumstances), and there are no change fees, though fare differences might apply. In 2014, the airline proudly unveiled a bold new look: *Heart*. The new aircraft livery, airport experience, and logo, showcase the dedication of Southwest Employees to connect Customers with what's important in their lives.

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 whenever the carrier enters new markets. With 42 consecutive years of profitability, Southwest is one of the most honored airlines in the world, known for a triple bottom line approach that contributes to the carrier's performance and productivity, the importance of its People and the communities they serve, and an overall commitment to efficiency and the planet. The 2014 Southwest Airlines One Report™ can be found at [SouthwestOneReport.com](#). Book Southwest Airlines' low fares online at [Southwest.com](#) or by phone at 800-I-FLY-SWA.

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