

May 25, 2016



# Secretary Norman Y. Mineta Shares His Powerful Personal And Professional Journey With Southwest Airlines Employees

DALLAS, May 25, 2016 /PRNewswire/ -- [Southwest Airlines](#) Co. (NYSE: LUV) proudly welcomes Secretary Norman Y. Mineta to its company headquarters to share his personal journey with Employees. From being the first Asian Pacific American mayor of a major U.S. city to co-founding the Congressional Asian Pacific American Caucus, Mineta has spent his career breaking glass ceilings.

"Norman Y. Mineta has made tremendous contributions to the United States throughout his career, and we're excited for him to share his personal journey with our Employees. He is a phenomenal role model and his life story illustrates how preparation, determination, and perseverance can overcome both cultural stereotypes and systemic obstacles," said Ellen Torbert, Southwest Airlines' Vice President of Diversity & Inclusion. "Southwest is honored to have someone who has blazed trails in the Asian American community speak to and enlighten our Employees during Asian American and Pacific Islander Heritage Month."

Mineta served as United States Secretary of Commerce under President Bill Clinton and as United States Secretary of Transportation under President George W. Bush. To learn more about Mineta's powerful story, visit Southwest Airlines' blog, [NUTS About Southwest](#).

## **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 50,000 Employees to more than 100 million Customers annually. Southwest operates more than 3,900 departures a day during peak travel season across a network of 97 destinations in the United States and seven additional countries. Service to Long Beach, California, the carrier's 98<sup>th</sup> city, begins June 5, 2016.

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 view video on-demand movies and television shows, as well as more than 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 43 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 2015 Southwest Airlines One Report™ can be found at [SouthwestOneReport.com](http://SouthwestOneReport.com).

Book Southwest Airlines' low fares online at [Southwest.com](http://Southwest.com) or by phone at 800-I-FLY-SWA.

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