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Southwest Airlines Recognized For Award-Winning One Report

DALLAS, Jan. 29, 2018 /PRNewswire/ -- [Southwest Airlines Co.](#) (NYSE: LUV) announced today that it has been recognized by the American Society of Professional Communicators (ASPC) for its 2016 Southwest Airlines One Report™. The [ASPC](#) annually sponsors the Corporate Social Responsibility (CSR) Report Awards that celebrate innovation and excellence in communication for various industries around the globe.

Southwest Airlines® is pleased to share that the 2016 One Report won two best-of-category awards for **Best Corporate Social Responsibility Report** and **Corporate Social Responsibility Report: Best Front Cover**. Additionally, Southwest earned the ASPC Colonial Awards for Excellence in the categories of **Corporate Social Responsibility Report: Best Letter to Stakeholders** and **Corporate Social Responsibility Report: Best Interactive Online Experience**.

Through its innovative reporting approach, the Southwest Airlines One Report shares the many ways Southwest brings to life its Purpose of connecting People to what's important in their lives through friendly, reliable, and low-cost air travel. The Report focuses on the Company's pledge to being a leader in global citizenship and its holistic approach to the triple bottom line of Performance, People, and Planet.

"We are honored to be recognized in multiple categories for our One Report," said Laurie Barnett, Managing Director Communications and Outreach at Southwest Airlines. "Our Employees always strive to create an innovative report that highlights Southwest's continued commitment to its triple bottom line. We are proud to be recognized for our efforts."

Southwest is the only airline to be recognized this year by the ASPC for their CSR Report. To view the 2016 Southwest Airlines One Report, please visit [SouthwestOneReport.com](#).

ABOUT SOUTHWEST AIRLINES CO.

In its 47th year of service, Dallas-based [Southwest Airlines Co.](#) (NYSE: LUV) continues to differentiate itself from other air carriers with exemplary Customer Service delivered by more than 56,000 Employees to a Customer base topping 120 million passengers annually, in recent years. Southwest became the nation's largest domestic air carrier in 2003 and maintains that ranking based on the U.S. Department of Transportation's most recent reporting of domestic originating passengers boarded. During peak travel seasons, Southwest operates more than 4,000 weekday departures among a network of 100 destinations in the United States and 10 additional countries. Southwest has announced its intention to sell tickets in 2018 for service to Hawaii, subject to requisite governmental approvals.

Southwest coined [Transfarency](#)® to describe its purposed philosophy of treating Customers honestly and fairly, and low fares actually staying 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 carriers offer free checked bags on select routes or in qualified circumstances), and there are no change fees, though fare differences might apply.

As launch customer of the Boeing 737 MAX 8 in North America, the Company operates the largest fleet in the world of Boeing aircraft, all of which are equipped with satellite-based WiFi. Customers who connect to the WiFi network may use their personal devices to view on-demand movies and television shows, as well as nearly 20 channels of free, live TV.

With a bold new look first unveiled in 2014, Southwest is progressing through a multi-year refresh of its fleet to showcase the carrier's *Heart*: a new logo, aircraft livery, interior design featuring new seats, Employee-designed uniforms, and an updated airport experience, all of which showcase a 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 wherever the carrier serves. With 45 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.

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

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