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SOUTHWEST AIRLINES CO. Corporate Fact Sheet

Revised August 16, 2009

LEADERSHIP: Gary Kelly, Chairman of the Board, President & Chief Executive Officer

HEADQUARTERS: P.O. Box 36611
2702 Love Field Drive
Dallas, TX 75235

ABOUT THE COMPANY:

Southwest Airlines was incorporated in Texas and commenced Customer Service on June 18, 1971, with three Boeing 737 aircraft serving three Texas cities - Houston, Dallas, and San Antonio. Today, Southwest operates more than 500 Boeing 737 aircraft between 67 cities. Southwest topped the monthly domestic originating passenger rankings for the first time in May 2003. Yearend results for 2008 marked Southwest's 36th consecutive year of profitability. Southwest became a major airline in 1989 when it exceeded the billion-dollar revenue mark. Southwest is the United States' most successful low-fare, high frequency, point-to-point carrier. Southwest operates more than 3,200 flights a day coast-to-coast, and is the largest U.S. carrier based on passengers carried as of March 31, 2009.

**DAILY
DEPARTURES:** More than 3,200 flights a day.

EMPLOYEES: Nearly 35,000 total Employees throughout the Southwest system.

STOCK: Common stock is traded under the symbol "LUV" on the NYSE.

2008 FINANCIAL STATISTICS:

- Net income: \$178 million
- Net income, excluding special items: \$294 million
- Total passengers carried: 88.5 million
- Total RPMs: 73.5 billion
- Average passenger load factor: 71.2 percent
- Total operating revenue: \$11.0 billion

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CITIES SERVED BY SOUTHWEST: Southwest flies to 67 cities in 34 states.

Albany	Ft. Lauderdale/	Nashville	Rio Grande Valley
Albuquerque	Hollywood	New Orleans	(Harlingen)
Amarillo	Ft. Myers	New York (LaGuardia)	Sacramento
Austin	Hartford/Springfield	Norfolk	St. Louis
Baltimore/Washington	Houston (Hobby)	Oakland	Salt Lake City
Birmingham	Indianapolis	Oklahoma City	San Antonio
Boise	Long Island MacArthur	Omaha	San Diego
Boston Logan	Jackson, MS	Ontario, CA	San Francisco
Buffalo	Jacksonville, FL	(Los Angeles Area)	San Jose
Burbank	Kansas City	Orange County	Seattle
Chicago (Midway)	Las Vegas	Orlando	Spokane
Cleveland	Little Rock	Philadelphia	Tampa
Columbus	Los Angeles (LAX)	Phoenix	Tucson
Corpus Christi	Louisville, KY	Pittsburgh	Tulsa
Dallas (Love Field)	Lubbock	Portland, OR	Washington Dulles
Denver	Manchester, NH	Providence, RI	West Palm Beach
Detroit (Metro)	Midland/Odessa	Raleigh-Durham	
El Paso	Minneapolis/St. Paul	Reno	

FLEET: Southwest currently operates 545 Boeing 737 jets *(as of July 31, 2009)*.

<u>Type</u>	<u>Number</u>	<u>Seats</u>
737-300	180	137
737-500	25	122
737-700	340	137

- The Company's fleet has an average age of approximately 10 years.
- The average aircraft trip length is 647 miles with an average duration of one hour and 53 minutes.
- Southwest aircraft fly an average of 6.5 flights per day, or almost 12 hours and 15 minutes per day.
- Southwest was the launch customer for the Boeing 737-700 in 1997. Southwest was also a launch customer for the Boeing 737-500 and -300 series aircraft.
- Southwest has almost completed updating its traditional gold, red and orange paint scheme by adding Canyon Blue. All new aircraft will have the updated colors and interior. Existing aircraft are being retrofitted.
- Performance-enhancing Blended Winglets have been added to our fleet of 737-700s, and all new 737-700 aircraft arrive from Boeing with Blended Winglets installed. Additionally, Southwest began installation of Blended Winglets on some of our 737-300 aircraft in early 2007. Approximately 90 -300 aircraft are expected to be retrofitted with Blended Winglets, and as of the end of second quarter 2009, approximately 80 of those retrofits have been completed. The remainder are expected to be completed by the end of 2009.

SOUTHWEST AIRLINES' TOP TEN AIRPORTS BY DEPARTURES: (as of July 6, 2009)

<u>Cities</u>	<u>Daily Departures</u>	<u>Number of Gates</u>	<u>Nonstop Cities Served</u>	<u>Year Established</u>
Las Vegas	232	21	56	1982
Chicago Midway	221	29	49	1985
Phoenix	182	24	42	1982
Baltimore/Washington	163	20	39	1993
Houston Hobby	135	17	29	1971
Dallas (Love Field)	132	15	15	1971
Oakland	120	13	20	1989
Los Angeles (LAX)	119	11	18	1982
Denver	117	10	34	2006
Orlando	105	12	32	1996

CUSTOMER SUPPORT AND SERVICES CENTERS:

Southwest Airlines currently operates six Customer Support and Services Centers located in Albuquerque, Chicago, Houston, Oklahoma City, Phoenix, and San Antonio.

FUN FACTS:

- Southwest received 199,200 resumes and hired 3,350 new Employees in 2008.
- In 2008 Southwest served 55.2 million cans of soda, juices, and water; 12.4 million alcoholic beverages; 9.8 million bags of pretzels; 90.8 million bags of peanuts; 9 million snack boxes; and 32 million other snacks.
- Southwest consumed approximately 1.5 billion gallons of jet fuel in 2008.
- In 2008, Southwest moved 225 million pounds of cargo.
- The shortest daily Southwest flight is between Ft. Myers (RSW) and Orlando (MCO) (133 miles). The longest daily Southwest flight is between Providence (PVD) and Las Vegas (LAS) (2,363 miles).
- Southwest has 1,196 married couples. In other words, 2,392 Southwest Employees have spouses who also work for the Company.

SOUTHWEST AIRLINES' DISTINCTIONS:

- Southwest's average passenger airfare is \$110.52, and the average passenger trip length is about 868 miles.
- Southwest Airlines has consistently received the lowest ratio of complaints per passengers boarded of all Major U.S. carriers that have been reporting statistics to the Department of Transportation (DOT) since September 1987, which is when the DOT began tracking Customer Satisfaction statistics and publishing its Air Travel Consumer Report.
- The airline adopted the first profitsharing plan in the U.S. airline industry in 1973. Through this plan and others, Employees own about eight percent of the Company stock.
- The airline is about 83 percent* unionized.

(*This percentage represents a total Employee headcount of fulltime and parttime, active and inactive Employees who are unionized.)

- Southwest Airlines is a member of the *FORTUNE* 500.
- The Ronald McDonald House program, cornerstone of the Ronald McDonald Children's Charities, is the primary corporate charity of Southwest Airlines. Annually, the Company sponsors the Southwest Airlines LUV Classic golf tournaments whose proceeds benefit various Ronald McDonald Houses and have totaled close to \$11 million over the past 23 years.

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SOUTHWEST AIRLINES' RECOGNITIONS:

- Advertising Age Magazine recognized Southwest Airlines as a “Marketing 50 Case Study” for its “Freedom From Fees” campaign with GSD&M’s Idea City.
- For the 13th year in a row, *FORTUNE* magazine recognized Southwest Airlines in its annual survey of corporate reputations in 2009. Southwest Airlines is the only airline to make the top 10 list of the World's Most Admired Companies.
- Southwest Airlines’ Rapid Rewards program was honored in *InsideFlyer* magazine’s 2008 annual Freddie Awards for Best Award Redemption, Best Award, and Best Member Communications.
- In a 2008 TIME.com survey of the friendliest and stingiest airlines, Southwest Airlines ranked no.1 for being the Friendliest Airlines.
- In October 2008, www.nutsaboutsouthwest.com was awarded “Best Blog” for the second year in a row. This prestigious honor is presented by PR News, the leading trade publication among communicators worldwide.
- In 2008, *Forbes* magazine ranked the dependability of the nation's 10 major carriers and Southwest Airlines topped the list as the number one Most Reliable Airline.
- After soliciting feedback from almost 10,000 travelers, SmarterTravel recognized Southwest Airlines as “Best Airfare Prices” in its Readers’ Choice Awards in fall 2008.
- *Institutional Investor* magazine recognized Southwest Airlines as one of the Top Shareholder Friendly Companies in 2008.
- In March 2009, Southwest Airlines was ranked #3 on CampusGrotto’s list of Best College Internship Programs.
- Southwest Airlines was named to *Business Week*’s list of “Customer Service Champs” in 2007 and 2008. The *Business Week* list ranks the best providers of Customer Service, and digs into the techniques, strategies, and tools they use to deliver great service.
- Southwest continues to rank as the largest U.S. carrier in terms of passengers carried, according to the most recent figures released (September 30, 2008) by the U.S. Department of Transportation's Bureau of Transportation Statistics.
- In Zagat’s 2008 Airlines Survey, Southwest Airlines ranked #1 for “Best Airline Website.”
- Southwest Airlines was recognized as Corporation of the Year by MANA, a National Latina Organization.
- Southwest Airlines was included in the Top 500 Most Innovative Users of Technology list by *Information Week*.
- Southwest Airlines was voted “Overall Best Airline” in the U.S. by Frost & Sullivan’s CEO Leadership Forum in 2007.
- The National Aviation Hall of Fame honored Herb Kelleher in its enshrine class of 2008.
- In July 2007, Southwest Airlines was included in the Top 100 Most Innovative Technology Organizations by *InformationWeek Magazine*.
- Southwest Airlines was included in *Hispanic Business Magazine*’s Top 60 Diversity Elite for 2007.

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- The Port of Portland presented Southwest Airlines with an Environmental Excellence Award in recognition of an exemplary effort in the category of Environmental Innovation in April 2007.
- The Express Delivery & Logistics Association (XLA) honored Southwest Airlines as the “2008 Airline of the Year.” This is the fourth consecutive year that Southwest Airlines Cargo has received this honor.
- *Travel and Leisure Magazine* ranked Southwest Airlines 4th for Top Domestic Carriers in 2007.
- Southwest Airlines received the distinctive honor of the Best Domestic Airline award by *Travel Weekly* in 2007.
- Corporate Research International ranked Southwest Airlines number one in the Customer Service Survey.

southwest.com:

- In 2008, online bookings reached 78% via **southwest.com**, compared to approximately 74% in 2007.
- More than 7 million people subscribe to Southwest’s weekly Click ‘N Save e-mails.
- In the second quarter of 2009, approximately 77 percent of Southwest Customers are checking in online or at a kiosk.
- SWABIZ, Southwest’s free online booking tool that allows business travelers to plan, purchase, and track business travel, increased sales 17% from 2007 to 2008.
- 66 percent of Fortune 500 Companies are enrolled in SWABIZ.
- Southwest was the first airline to establish a home page on the Internet. Initially, five Employees comprised Southwest’s web site development team, and the site took about nine months to create.
- In January 2009, southwest.com was the 4th largest travel site and largest airline site in terms of unique visitors (source: Comscore MediaMetrix). Nielsen/Netratings also reported that southwest.com was the largest airline site in terms of unique visitors.
- In 2007, **southwest.com** was the number one airline web site for online revenue according to PhoCusWright.
- The “Southwest Shortcut” feature on **southwest.com** is the first online tool that helps Customers find the lowest fare based on availability over an entire month.
- **DING!**, a downloadable desktop application, available for both PC and MAC users, was introduced in February 2005, to notify Customers of exclusive hot offers,. Southwest was the first airline to implement this type of tool.
- In addition to flights, Customers are also able to make car, hotel, cruise, and complete vacation package reservations on **southwest.com**.