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SOUTHWEST AIRLINES CARGO TAKES TOP HONORS IN PERFORMANCE STUDY

Airline Earns Quest for Quality Award for 16th Year in a Row

DALLAS—Aug. 15, 2012—[Southwest Airlines Cargo](#) is honored to receive the 2012 Quest for Quality Award, awarded by *Logistics Management Magazine*. The Quest for Quality Award is the most extensive year-to-year market research study conducted in the logistics industry, which evaluates and measures transportation service providers based on five critical categories: Ontime Performance, Value, Information Technology, Customer Service, and Equipment and Operations.

Southwest Airlines Cargo received the highest overall score among all air cargo carriers and received the highest score in the Performance and Customer Service categories.

“It truly is humbling to be recognized by our Customers for our overall performance,” said Southwest Airlines Vice President Cargo & Charters Matt Buckley. “I’m honored to have such an amazing Team of Employees from across our system, dedicated to providing the absolute best Customer Service while delivering a reliable product.”

For the past 28 years, *Logistics Management’s* Quest for Quality has been regarded in the transportation and logistics industries as one of the most important measures of Customer Satisfaction and performance excellence. Southwest Airlines Cargo has been recognized in excellence for the past 16 years.

“The fact that Southwest Airlines has maintained this high level of scoring over the past few years is a true testament to the carrier’s commitment to customer service,” said Group Editorial Director of Peerless Media Michael Levans, the publisher of *Logistics Management*. “While every freight transportation mode faced monumental operating challenges during the Great Recession, no other mode had to navigate the level of volatility that the air cargo sector faced. To come out on top during this period is an admirable achievement.”

Southwest Employees and business partners execute cargo operations in more than 90 destinations across the nation, which includes interline and road feeder service destinations. With more than 200 million pounds of available cargo lift domestically per month, Southwest has the capacity to expedite air cargo across the country. Southwest opened its newest Cargo

Facility at the Atlanta-Hartsfield International Airport this past February. Southwest Employees are proud to operate Cargo Facilities in a majority of our destinations, providing Customers with award-winning Customer Service and operational excellence.

www.swacargo.com

ABOUT SOUTHWEST AIRLINES CO.

In its 41st year of service, Dallas-based Southwest Airlines (*NYSE: LUV*) continues to differentiate itself from other low-fare carriers by providing a *reliable product with exemplary Customer Service*. Including wholly owned subsidiary AirTran Airways, the Company now serves 97 destinations in 41 states, the District of Columbia, the Commonwealth of Puerto Rico, six near-international countries, and employs more than 46,000 People.

Visit southwest.com/citizenship to read the Southwest Airlines One Report™ and see how Southwest is doing its part to be a good citizen while underscoring a commitment to the triple bottom line of Performance, People, and Planet.

Southwest Airlines

Southwest Airlines, one of the most honored airlines in the world, is the nation's largest carrier in terms of originating domestic passengers boarded. Southwest currently operates more than 3,400 flights a day and serves the communities around 74 airports in Southwest's network of domestic destinations. To book a flight, visit southwest.com.

AirTran Airways

AirTran Airways, a wholly owned subsidiary of Southwest Airlines Co., has been ranked the top airline in the Airline Quality Rating study three times in the past five years. AirTran offers coast-to-coast and near-international service with nearly 700 flights a day on North America's newest all-Boeing fleet. The airline's low-cost, high-quality product also includes assigned seating and Business Class. To book a flight, visit airtran.com.