

**SHIPPING TO PERFECTION: SOUTHWEST AIRLINES CARGO EARNS
INDUSTRY-LEADING AWARDS!**

Carrier brings home top awards, highlighting success of its People and Customers

DALLAS—March 10, 2015— [Southwest Airlines](#)® Cargo is once again among the industry's best performing airlines. For the sixth consecutive year, the Dallas-based airline is celebrating being named the Airforwarders Association's (AfA) "Domestic Carrier of the Year." The awards don't stop there as the airline also earned the Express Delivery and Logistics Association's (XLA) awards for "Domestic Airline of the Year" for the 15th year in a row, as well as "Excellence in Web & Technology."

"We are proud of the level of excellence consistently achieved by our People across the Southwest Airlines network," said Matt Buckley, Southwest Airlines' Vice President Cargo & Charters. "We are honored to win these awards, and our focus remains ensuring our Customers receive the best possible experience when choosing Southwest Airlines Cargo."

The Airforwarders Association awarded Southwest the top award for domestic carriers based on its on-time performance, Customer Service, problem resolution, claims handling, technology support, and overall value.

"The Airforwarders Association was once again thrilled to honor Southwest Cargo as 'Domestic Carrier of the Year,' as voted by our members," said Brandon Fried, Airforwarders Association's Executive Director. "The award is truly a testament to Southwest's ongoing commitment to customer service and support services for cargo."

The Express Delivery and Logistics Association represents companies focused on expedited higher value air shipments. Each year, the association asks its members about the performance of its airline partners on all aspects of service including on-time performance, logistics handling, communications, and technology. This extension survey is the base for the annual Airline Excellence Awards.

"The Express Delivery and Logistics Association (XLA) is pleased to recognize Southwest Airlines with our association's Airline Excellence Awards for 2014's Best Domestic Airline and Best Web and

Technology,” said Jim Conway, Executive Director, XLA. “Our membership congratulates the entire Southwest Airlines Cargo Team for their outstanding performance in serving the express air cargo industry.”

ABOUT SOUTHWEST AIRLINES CARGO

Southwest Airlines’ Relentlessly Reliable Employees offer Cargo Customers award winning expedited air cargo service to destinations across the map, including complimentary Road Feeder Service and interline destinations. With our extensive domestic network and over 3,400 flights a day, we have the flights you need to meet your shipping requirements. Learn more about how Southwest Cargo can help you with your shipping needs by visiting swacargo.com.

ABOUT SOUTHWEST AIRLINES CO.

In its 44th 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 46,000 Employees to more than 100 million Customers annually. Southwest operates more than 3,400 flights a day, serving 94 destinations across the United States and six additional countries. Southwest service to Puerto Vallarta, Mexico, begins in June 2015; and subject to government approvals, service to Belize City, Belize begins in October 2015.

*Based on the U.S. Department of Transportation’s most recent data, Southwest Airlines is the nation’s largest domestic carrier in terms of originating 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 while over the United States. That connectivity enables Customers to use their personal devices to access streaming music provided by Beats 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 is the only major U.S. airline to offer bags fly free® (first and second checked pieces of luggage, size and weight limits apply), and there are never reservation change fees, although 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 2013 Southwest Airlines One Report™ can be found at Southwest.com/citizenship.

Book Southwest Airlines' low fares online at Southwest.com or by phone at 800-I-FLY-SWA.

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