

Leadership Changes

SOUTHWEST AIRLINES ANNOUNCES SEVERAL LEADERSHIP PROMOTIONS FROM WITHIN THE COMPANY'S RANKS

DALLAS—Nov. 16, 2018—Southwest Airlines Co. (NYSE: LUV) today announced several Leadership promotions. To view Officers' biographies or download headshots, visit www.swamedia.com. These changes are effective immediately.

Southwest has promoted **Marilyn Post** to **Managing Director, Deputy General Counsel and Corporate Secretary**. In her new role as Managing Director, Deputy General Counsel, Post will report to Executive Vice President, Chief Legal and Regulatory Officer Mark Shaw and continue to lead the General Counsel Department's Corporate and Transactions Team. Additionally, Post has been elected by the Board of Directors to serve as Corporate Secretary.

Sam Ford has been promoted to **Managing Director Operational Strategy and Performance**. In leading the Operational Strategy and Performance Team, Ford will report to Chief Operating Officer Mike Van de Ven and will focus on the strategic direction of the operations, measuring the performance across all of operations, and the delivery of cross-functional initiatives. This position is a backfill for the position previously held by Justin Jones, who is now serving as Vice President Technical Operations Planning and Performance.

Southwest has promoted **Wally Devereaux** to **Managing Director Cargo and Charters**. This role will report to Senior Vice President of Operations Jack Smith and is a backfill for the position previously held by Matt Buckley, who has retired.

Ray Schuster has been promoted to **Managing Director Accounting and Financial Reporting**, continuing to report to Vice President Controller Leah Koontz. In this new role, he will be responsible for the Financial Accounting and Reporting Teams, as well as the Sales and Revenue Accounting Teams.

"We are fortunate to have such a strong and deep Leadership bench among our ranks," said Southwest Airlines Chairman and CEO Gary Kelly. "We've never had a more talented team of Leaders in our history, and together the Southwest Family has never had a brighter future."

ABOUT SOUTHWEST AIRLINES CO.

In its 48th 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 58,000 Employees to a Customer base topping 120 million passengers annually. 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. In peak travel seasons, Southwest operates more than 4,000 weekday departures among a network of 99 destinations in the United States and 10 additional countries. Southwest has announced its intention to serve 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.

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

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