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SOUTHWEST AIRLINES CARGO WINS TOP PRIZE FOR EXCELLENCE IN AIR CARGO

*Southwest Ranked Best of the Best with Customer Service, Performance, Value, and
Technology*

DALLAS—March 20, 2014—Southwest Airlines Cargo has once again become the only U.S.-based airline to earn the highly coveted Diamond Award in the "up to 299,999 tonnes" category in Air Cargo World's tenth annual Air Cargo Excellence Survey. Southwest Cargo earned high marks for its great Customer Service, Performance, Value, and use of Information Technology.

"Winning the Diamond Award for the second year in a row is a testament to the hard work of our People and all they do on a daily basis across the Southwest Airlines network," said Matt Buckley, Vice President of Cargo & Charters. "While we're honored to win the award again, our focus remains on our Customers—ensuring they receive the absolute best experience when they choose Southwest Airlines Cargo."

"Southwest Cargo achieves a level of excellence that is consistently above the norm," said Steve Prince, publisher of Air Cargo World Steve Prince. "This is proven annually by the ratings their forwarder customers bestow upon them for all measurements in our Air Cargo Excellence Survey."

The Air Cargo Excellence Survey winners were recently announced during the IATA World Cargo Symposium in Los Angeles. Airline winners are rated by freight forwarders. The ACE Survey, published annually by Air Cargo World, acknowledges Cargo Carriers for achievements in air cargo excellence and is based on a survey conducted by Air Cargo World of more than 600 members of the freight forwarding industries.

ABOUT SOUTHWEST AIRLINES CARGO

Southwest Airlines' Relentlessly Reliable Employees offer Cargo Customers expedited air cargo service to destinations across the map, including complimentary Road Feeder Service and interline destinations. With more than 200 million pounds of available cargo lift domestically per month, Southwest is proud to operate a majority of their Cargo Facilities from coast-to-coast, providing Customers with award-winning Customer Service. Learn more about how Southwest

Cargo can help you with your shipping needs and to see Southwest's history of excellence in the air cargo industry by visiting swacargo.com.

ABOUT SOUTHWEST AIRLINES CO.

In its 43rd year of service, Dallas-based Southwest Airlines (NYSE: LUV) continues to differentiate itself from other carriers with exemplary Customer Service delivered by nearly 45,000 Employees to more than 100 million Customers annually. Southwest is the nation's largest carrier in terms of originating domestic passengers boarded and operates the largest fleet of Boeing aircraft in the world to serve 96 destinations in 41 states, the District of Columbia, the Commonwealth of Puerto Rico, and five near-international countries via wholly owned subsidiary, AirTran Airways.

Southwest is one of the most honored airlines in the world, known for its triple bottom line approach that takes into account the carrier's performance and productivity, the importance of its People and the communities it serves, and its commitment to efficiency and the planet. The 2012 Southwest Airlines One Report™ can be found at southwest.com/citizenship.

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 Southwest Airlines, Bags Fly Free® (first and second checked pieces of luggage, size and weight limits apply), and there are no change fees when you need to change your flight. Southwest's fleet offers leather seating and the comfort of full-size cabins, a majority of which are equipped with satellite-based WiFi connectivity over the United States, which enables live and video-on-demand TV currently FREE compliments of DISH, and a new, sustainable cabin interior. Southwest acquired AirTran Airways in May 2011 and by the end of 2014 intends to complete the full integration of the AirTran network into Southwest. With 41 consecutive years of profitability, the People of Southwest and AirTran operate more than 3,600 flights a day. Southwest Airlines' frequent flights and low fares are available online at southwest.com or by phone at 800-I-FLY-SWA.