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**SOUTHWEST AIRLINES RELEASES FIFTH ANNUAL INTEGRATED REPORT  
ON TRIPLE BOTTOM LINE OF PERFORMANCE, PEOPLE, AND PLANET**

*2013 Southwest Airlines One Report™ Adheres to Global Reporting Initiative Guidelines*

**DALLAS**—June 17, 2014—[Southwest Airlines](#) (NYSE: LUV) released its fifth annual award-winning integrated report to highlight how the carrier is working to achieve its vision to become the World’s Most Loved, Most Flown, and Most Profitable Airline. The 2013 *Southwest Airlines One Report* uses a 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, which can be found exclusively online at [southwestonereport.com](#) or [southwest.com/citizenship](#). To view and download photos from the One Report, visit [swamedia.com](#). To read a behind-the-scenes blog post authored by one of the Employees featured in the 2013 One Report, please visit the [NUTS About Southwest blog](#).

“We’re pleased to announce the Southwest Airlines 2013 One Report, which highlights the many milestones Southwest Airlines achieved this past year, from an unmatched 41<sup>st</sup> consecutive year of profitability, to significant steps in our fleet modernization, to our inaugural service to destinations beyond the continental United States,” said Gary Kelly, Southwest Airlines Chairman, President, and CEO. “The People of Southwest Airlines are committed to connecting people to what’s important in their lives through friendly, reliable, and low cost air travel, and the 2013 One Report shares that story.”

Interesting statistics that can be found in the 2013 One Report include:

- **PERFORMANCE:** Southwest Airlines achieved record revenues of \$17.7 billion in 2013, boosted by strong yields and an 80.1 percent load factor. Through the combination of stable fuel prices and rigorous cost control efforts, the Company met its goal to improve cost performance. Despite a roller coaster economy, the Company achieved record earnings, and, while just short of its 15 percent pre-tax return on invested capital (excluding special items) (ROIC) target, produced the best pre-tax ROIC since 2000.

- **PEOPLE:** Southwest Airlines Employees volunteered more than 144,000 hours, which is enough time to fly between Orlando International Airport and San Juan Luis Muñoz Marín International Airport— one of Southwest’s first near-international routes—52,364 times.
- **PLANET:** By continuing to improve our fuel efficiency from 2012 to 2013, we saved nearly 60 million gallons of jet fuel—that’s equivalent to approximately 9,900 roundtrip flights between Chicago Midway (MDW) and Las Vegas (LAS) while at the same time achieving an absolute decrease in greenhouse gas emissions.

Southwest Airlines’ award-winning One Report adheres to the Global Reporting Initiative (GRI) and features parallel CDP (formerly Carbon Disclosure Project) reporting that covers effective management of environmental risks, focusing on greenhouse gas emissions and climate change strategies.

The 2013 One Report achieved a B+ level under GRI guidelines. Southwest remains a leader in its industry and among others as one of only a handful of U.S. companies publishing an integrated corporate sustainability report.

## **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 more than 45,000 Employees to more than 100 million Customers annually. Based on the most recent data available from the U.S. Department of Transportation, Southwest is the nation's largest carrier in terms of originating domestic passengers boarded. The airline also operates the largest fleet of Boeing aircraft in the world to serve 93 destinations in 40 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.

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 (fare difference may apply) 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.

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