

Going for Gold!

SOUTHWEST AIRLINES CARGO® TAKES HOME THE GOLD!

Carrier Honored for Air Cargo Excellence

DALLAS—March 16, 2016—[Southwest Airlines Co.](#) (NYSE: LUV) Cargo is seeing gold this year after being named one of the world's best for handling air cargo. *Air Cargo World* announced this week the Dallas-based airline won the Air Cargo Excellence, or ACE, Gold Award in the “up to 399,999 tonnes” category.

“We’re incredibly proud of our Southwest Warriors who always go above and beyond to deliver the highest level of Hospitality with heart,” said Matt Buckley, Southwest Airlines Vice President of Cargo and Charters. “It’s this service that sets us apart from our competitors and helps us achieve our goals while ensuring our Customers are taken care of first.”

The ACE Award is presented to carriers for their performance, customer service, value, and use of technology. This is the 12th consecutive year Southwest Airlines Cargo has been honored in the annual Air Cargo Excellence Survey.

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 3,900 departures a day during peak travel season, 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 45th 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 49,000 Employees to more than 100 million Customers annually. Southwest proudly operates a network of 97 destinations across the United States and seven additional countries with more than 3,900 departures a day during peak travel season.

Based on the U.S. Department of Transportation's most recent data, Southwest Airlines is the nation's largest carrier in terms of originating domestic 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. That connectivity enables Customers to use their personal devices to view video on-demand movies and television shows, as well as more than 20 channels of free, live TV compliments of our valued Partners. Southwest created [TransparencySM](#), a philosophy which treats Customers honestly and fairly, and in which low fares actually stay 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 airlines may allow free checked bags on select routes or for qualified circumstances), and there are no change fees, though 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 43 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 2014 Southwest Airlines One Report[™] can be found at [SouthwestOneReport.com](#).

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

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