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## **SOUTHWEST AIRLINES ANNOUNCES** **NEW DIRECTOR OF CARGO SALES**

**Dallas**—May 14, 2014— [Southwest Airlines](#) (NYSE: LUV) announced Michael Basoco has joined the Company as the Director of Cargo Sales. Basoco will oversee the Cargo Sales Team which includes national accounts and field sales.

Basoco joins Southwest Airlines from Saudi Arabian Airlines Cargo where he spent the last three years leading its Americas region. Prior to that, he served as Director of Global Cargo Sales for Continental Airlines where he spent 18 years. With his new role at Southwest, he will be reporting into Senior Director of Cargo & Charters Wally Devereaux.

“Michael brings a vast knowledge of air cargo business and excellent domestic and international Cargo Sales leadership experience to Southwest Airlines,” said Matt Buckley, Vice President Cargo and Charters. “I’m excited that he will be part of our team going forward!”

Basoco has an MBA in International Business from the University of St. Thomas as well as undergraduate degrees from the University of Houston and The University of Texas at Austin.

### **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 3,600 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 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 96 destinations in 41 states, the District of Columbia, the

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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](http://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](http://southwest.com) or by phone at 800-I-FLY-SWA.

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