

Webcast Alert: Southwest Airlines to Discuss Third Quarter 2010 Financial Results on October 21, 2010

October 14, 2010

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Southwest Airlines Co. (NYSE: LUV) invites you to listen to a live webcast of its third quarter 2010 financial results. Details are as follows:

When:	October 21, 2010 at 12:30 PM Eastern Time
Who:	Gary Kelly, Chairman of the Board, President and Chief Executive Officer Laura Wright, Senior Vice President Finance and Chief Financial Officer
Web Address:	http://www.southwest.com/investor_relations
Contact:	Investor Relations, (214) 792-4415

A live broadcast of the conference call will be available via the Investor Relations homepage at www.southwest.com/investor_relations. A replay of the webcast will also be available on the Events Calendar in the Investor Relations section of our website.

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