

Southwest Airlines Selected by G.I. Jobs as One of 2011 Top Military Friendly Employers(R)

Southwest Celebrates Its Inclusion on the Prestigious List for the Second Year in a Row.

November 10, 2010

DALLAS, Nov. 10, 2010 /PRNewswire via COMTEX/ --

GI Jobs magazine recognized Southwest Airlines today as one of the top military friendly companies in the nation, with its eighth annual list honoring corporate best practices. To see the list visit: www.gijobs.com/top100pr.

"Southwest Airlines is built upon the core values and strengths our Employees bring to the Company. The heart and soul of these men and women give us a competitive advantage and enduring strength," said Jeff Lamb, Senior Vice President of Administration and Chief People Officer at Southwest. "As with the US Armed Forces, our People are highly skilled and reliable Employees who have the dedication, and training needed to get any job done."

The G.I. Jobs Military Friendly Employers(R) list, in its eighth year, serves as the primary benchmark of corporate recruiting programs aimed at veterans. The annual survey conducted by *G.I. Jobs* magazine is one of the primary tools used to determine the nation's most Military Friendly Employers(R). "This isn't about charity or patriotism. It's about good business. The companies on our list understand that," said Rich McCormack, who heads *G.I. Jobs*' list research.

To honor the more than 750 Employees who currently serve in the National Guard and Reserves, along with thousands of Customers who served or are serving in the Armed Forces, Southwest Airlines is proud to call November its "[Military Heroes Month](#)." The airline is working with select nonprofit organizations across the country throughout November to thank and give back to military service members and their families. To see more about Southwest military celebrations please visit:nutsaboutsouthwest.com

ABOUT G.I. Jobs

G.I. Jobs (www.gijobs.com) is published by Victory Media, a veteran-owned business, headquartered in Pittsburgh, Pa. The company also publishes *Military Spouse* and *Vetreprenuer* magazines. Follow us on Facebook at www.facebook.com/GIJobsMagazine or [Twitter @GIJobsMagazine](#).

ABOUT SOUTHWEST AIRLINES

After nearly 40 years of service, Southwest Airlines (NYSE: LUV) continues to differentiate itself from other low fare carriers--offering a reliable product with exemplary Customer Service. Southwest Airlines is the nation's largest carrier in terms of originating domestic passengers boarded; now serving [69 cities in 35 states](#). Southwest also is one of the most honored airlines in the world known for its commitment to the triple bottom line of Performance, People, and Planet. To read more about how Southwest is doing its part to be a good citizen, visit southwest.com/cares to read the One Report. Based in Dallas, Southwest currently operates more than 3,100 flights a day and has nearly 35,000 Employees systemwide.

www.southwest.com

SOURCE Southwest Airlines