



**SOUTHWEST AIRLINES CO.
GOALS FOR SUCCESS**

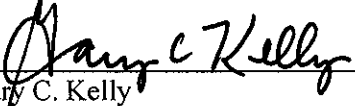
Southwest Airlines has historically demonstrated a continued commitment to providing the best possible working environment, benefits, and opportunities for learning and personal growth through our separate affirmative action plans known collectively as the "Goals for Success." Although we are extremely proud of our record of accomplishments in these areas, we want to do more in the Southwest Spirit.

We are firmly committed in our efforts to improve the communities that we serve. We feel that it is vitally important as a basic premise of our business to have an Employee base that is reflective of the diverse population that we serve. We desire to maintain a posture and awareness of providing equal employment opportunities to women and minorities in every facet of our business through our affirmative action program for them. This includes recruitment, hiring, training, promotions, and company sponsored programs. To ensure the success of our commitment in providing a sound program of equal opportunity employment, we have developed the Southwest Airlines Goals for Success.

Independent of our affirmative action program for women and minorities, it is the policy of Southwest Airlines Co. to afford equal opportunity to all individuals regardless of race, color, religion, age, sex, sexual orientation, gender identity, pregnancy, marital status, national origin, disability, or veteran status.

The Senior Vice President Administration and Chief People Officer is responsible for establishing and monitoring the personnel procedures to guide our Goals for Success. All Southwest Airlines Officers, Directors, and Managers are responsible for carrying out Southwest's Goals for Success related to their individual departments. Providing Equal Employment Opportunity is an important part of effectively managing our people and successfully fulfilling our Leadership obligations to our Employees, current and future, and the Company as a whole.

The plan, however, is not an end unto itself. Equal Employment Opportunity is only realized when all persons are competing for employment opportunities on a fair basis without prejudice or discrimination.



Gary C. Kelly

Chairman of the Board, President & Chief Executive Officer

July 2008