



Brookview Plaza  
1450 Empire Central  
Suite 737  
Dallas, TX 75247

(214) 350-9237 | (800) 969-7972  
fax: (214) 350-0647  
[www.swapa.org](http://www.swapa.org)

**FOR IMMEDIATE RELEASE**  
May 20, 2008

Contact: Neal Hanks  
214-722-4209  
[nhanks@swapa.org](mailto:nhanks@swapa.org)

## **Southwest Airlines Pilots' Association Honors Herb Kelleher for 38 Years of Outstanding Leadership**

*Kelleher's focus on employees made strong impact on SWA pilots*

(DALLAS) As Herb Kelleher steps down Wednesday from his post as Chairman of the Board at Southwest Airlines, the pilots are celebrating his tenure of dedicated service to the Company and the pilot group. Herb Kelleher was instrumental in the negotiation of all seven contracts and several extensions between Southwest Airlines and the pilots.

"Herb Kelleher developed the model for operating a successful airline," said Capt. Carl Kuwitzky, President of the Southwest Airlines Pilots' Association (SWAPA). "His 38 years of innovation, leadership and positively outrageous service are something to truly commend. The pilots of Southwest Airlines want to express our sentiment to Herb that it has been an honor and a privilege to be a part of his aviation legacy."

During the shareholders meeting on Wednesday, SWAPA is expecting a large contingent of Southwest pilots in uniform to attend the meeting as a gesture of gratitude for his operational focus and employee-first attitude. In addition, Capt. Kuwitzky will present Herb with a congratulatory gift signed by the current SWAPA Board of Directors.

"Herb Kelleher has set the gold standard for our pilot group and our industry during his years at Southwest Airlines," continued Capt. Kuwitzky. "Even though Herb is remaining with the Company for the next five years, today is a monumental day in the history of Southwest Airlines and our pilots want to give Herb the respect he deserves."

The pilots are currently in negotiations with Southwest Airlines for a new contract, their first since 1994. This will be the first contract negotiated without assistance from Kelleher.

---

Located in Dallas, Texas, the Southwest Airlines Pilots' Association (SWAPA) is a non-profit employee organization representing the more than 5,600 pilots of Southwest Airlines. SWAPA works to provide a secure and rewarding career for Southwest pilots and their families through negotiating contracts, defending contractual rights and actively promoting professionalism and safety. For more information on the Southwest Airlines Pilots' Association, visit [www.swapa.org](http://www.swapa.org).

###