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SOUTHWEST AIRLINES TO SPONSOR THE GREAT KINDNESS CHALLENGE

Helps Kids for Peace Rally One Million Youth on August 14

CARLSBAD, CA (May 3, 2010) – Kids for Peace announced today that Southwest Airlines has become a Gold Sponsor of The Great Kindness Challenge.

The Great Kindness Challenge is one day where kids around the world perform acts of kindness. Participants choose from a 50-item checklist of suggestions, ranging from holding the door open for someone to picking up trash to making sack lunches for homeless people. The 3rd annual Great Kindness Challenge will be held on August 14, 2010, with a goal of involving one million youth worldwide. For more information, visit: www.greatkindnesschallenge.org.

The Great Kindness Challenge is presented by Kids for Peace, whose mission is to cultivate every child's innate ability to foster peace through cross-cultural experiences and hands-on arts, service and environmental projects.

"We are truly excited to welcome Southwest Airlines as a sponsor," said Jill McManigal, Kids for Peace Co-Founder and Executive Director. "We really admire Southwest for their caring corporate culture and for the many ways they demonstrate kindness to people and our planet. Their support is a big boost towards reaching our goal of one million youth participants."

"At Southwest, we believe in living by the Golden Rule and we're proud to be a part of The Great Kindness Challenge that inspires youth to do the same," said Megan Wood, Manager of Community Relations and Giving at Southwest Airlines. "We're encouraged by organizations like Kids for Peace that share our belief that a little kindness goes a long way."

About Kids for Peace

Kids for Peace is a global, nonprofit 501(c)(3) organization dedicated to uplifting our world through love and action. Our mission is to cultivate every child's innate ability to foster peace through cross-cultural experiences and hands-on arts, service and environmental projects. Once a small neighborhood group of children, Kids for Peace has grown to over 50 chapters worldwide. Each chapter, made up of boys and girls of all ages, meets regularly to fulfill our peaceful mission. For more information, visit www.kidsforpeaceusa.org.

About Southwest Airlines

Southwest Airlines' Share the Spirit program embodies the culture of positive impact in the communities it serves - demonstrated through Southwest's charitable giving, Employee volunteerism, and community relations programs. Southwest Airlines is one of the most honored airlines in the world, consistently appearing on the FORTUNE Magazine's "Most Admired Companies" list. After 38 years of service, Southwest Airlines, the nation's leading

low-fare carrier, continues to stand above other airlines - offering a reliable product with exemplary Customer Service. Southwest Airlines (NYSE: LUV) currently serves 68 cities in 35 states. Based in Dallas, Southwest currently operates more than 3,300 flights a day and has more than 35,000 Employees systemwide who work hard each and every day to provide excellent Customer service and make a difference in the community. To learn more about Southwest's community involvement, visit www.southwest.com/cares.