



COMMONLY ASKED QUESTIONS AND ANSWERS ABOUT BOOK-ENTRY SHARE OWNERSHIP THROUGH THE DIRECT REGISTRATION SYSTEM

What is Direct Registration?

Direct Registration is a method of recording your shares of Southwest Airlines Co. stock in electronic book-entry form. Book-entry means that your shares are registered in your name on the stock record books of Southwest Airlines Co. without the need for a paper stock certificate. Shares held in electronic book-entry form have all the traditional rights and privileges as shares held in paper stock certificate form. There is no cost to you to maintain your ownership this way.

Why would I choose to hold my shares in book-entry form through Direct Registration?

Direct Registration offers a convenient, safe, efficient, and cost-effective means of share ownership by:

- eliminating the risk and cost associated with storing a paper stock certificate in a secure place and eliminating your time and effort in retrieving those certificates;
- eliminating the costs associated with replacing a lost certificate;
- allowing for electronic share movement between your Broker/Dealer and our Transfer Agent, Wells Fargo Shareowner Services;
- supporting the U.S. securities industry's overall direction towards book-entry share ownership in anticipation of shortened settlement cycles.

Can I still get a stock certificate for my book-entry shares?

Yes. Your existing Southwest Airlines Co. paper stock certificates remain valid. You may also obtain a paper stock certificate, at no cost to you, for all or a portion of any shares that you hold in book-entry by contacting Wells Fargo Shareowner Services at (866) 877-6206. Alternatively, you may mail your instructions to the address below or fax them to Wells Fargo at (651) 450-4033. Please be sure to include your account number and the number of book-entry shares you want in paper stock certificate form. A paper stock certificate will be mailed to you within 48 hours upon receipt of your instructions.

Can I deposit stock certificates I already hold into book-entry ownership?

Yes. You may deposit your Southwest Airlines Co. paper stock certificates into book-entry form in your Direct Registration account with Wells Fargo Shareowner Services at no cost. Your certificates should NOT be endorsed and should be mailed to Wells Fargo Shareowner Services. Wells Fargo recommends sending your certificates by registered mail and insuring them for 3% of the current market value. Shares held electronically through book-entry cannot be lost, stolen, or misplaced. Please note that certificated shares with restrictions on their re-sale cannot be held in Direct Registration accounts at this time.

What can I do with book-entry shares that I cannot do with my certificated shares?

- You may deliver all or a portion of your whole book-entry shares electronically. By requesting your Broker/Dealer to initiate a share transfer through the Direct Registration Profile Modification System, you can quickly move shares between your accounts at Wells Fargo and your Broker/Dealer. This eliminates the time, cost, and risk associated with delivering paper stock certificates.
- You may transfer your book-entry shares on the books of Southwest Airlines Co. upon receipt of properly completed transfer documents, instructions, and assignments. Shares are transferred from

your book-entry account on a first-in, first-out basis. All signatures must be Medallion Guaranteed. The Wells Fargo Shareowner Services website listed below can be accessed for general transfer requirements.

- You may request to sell your book-entry shares at any time through your book entry account. Requests can be submitted to Wells Fargo Shareowner Services via the telephone, website, or in writing.

What type of communication will I receive regarding my shares held in book-entry form at Wells Fargo Shareowner Services?

A Direct Registration statement confirming any activity affecting your book-entry shares will be mailed by Wells Fargo within two days after your transaction is completed. **Please retain your statements for tax purposes.**

Who do I contact with questions?

For general questions or further information, you may contact:

Wells Fargo Shareowner Services

161 North Concord Exchange

South St. Paul, MN 55075

Toll-Free: (866) 877-6206

Local: (651) 450-4064

Fax: (651) 450-4033

www.wellsfargo.com/com/shareowner_services/

Southwest Airlines Co. registered Shareholders may also access their account information online by visiting www.shareowneronline.com.