



The Union of
Southwest Airlines Flight Attendants
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HOW IS SOUTHWEST AIRLINES MAKING UNPRECEDENTED PROFITS?

FLIGHT ATTENDANTS' UNION LAUNCHES "PEOPLE BEHIND THE PROFITS" CAMPAIGN

Yesterday, Southwest Airlines again announced record setting profits. This quarter's results exceed any first quarter results in the airline's history. This record comes on the heels of two years of billion-dollar profits, the likes of which have never been seen in Southwest Airlines' history. How is this happening?

The 14,000+ Members of Transport Workers Union Local 556, representing the Flight Attendants of Southwest Airlines, is launching a national campaign highlighting a major reason for this unparalleled success. The "**People Behind the Profits**" effort is aimed at reminding Customers, investors and the aviation community of the high levels of worker productivity, professionalism and downright quirkiness at the airline. "Our Flight Attendants are the industry's stellar performers, and along with all the other hard working Southwest Airlines Employees, contribute to both the success of our Company and the financial gains realized by our investors." said Audrey Stone, President and Lead Negotiator of TWU Local 556.

Southwest Airlines pioneered an industry leading business model because of their top notch Employee relations. This was a bedrock principle of the Founder and icon Herb Kelleher. Since Herb turned his legacy over to Gary Kelly, everyone at the Company has tried diligently to keep the Southwest Labor/Management magic alive. "Herb understood that profits were made by our People, not machines. As the face of Southwest Airlines on every flight, our Flight Attendants truly represent the heart of the machine. We are kicking off this campaign so we can ensure that the Southwest Airlines family never forgets this key ingredient to our financial success." said Stone.

Multiple work groups are facing Labor challenges at the carrier during historically prolonged Labor negotiations. Flight Attendants, Pilots and four other Unions are currently in Contract talks during this unprecedented financial windfall. "The way to get through all of this is simple - keep supporting the very special people who make Southwest Airlines America's most loved, most flown, and most profitable airline." said Stone.

The Union plans several months of Customer events, advertising and fun around this campaign. In the meantime, please continue to fly Southwest Airlines and meet the "**People Behind the Profits**".