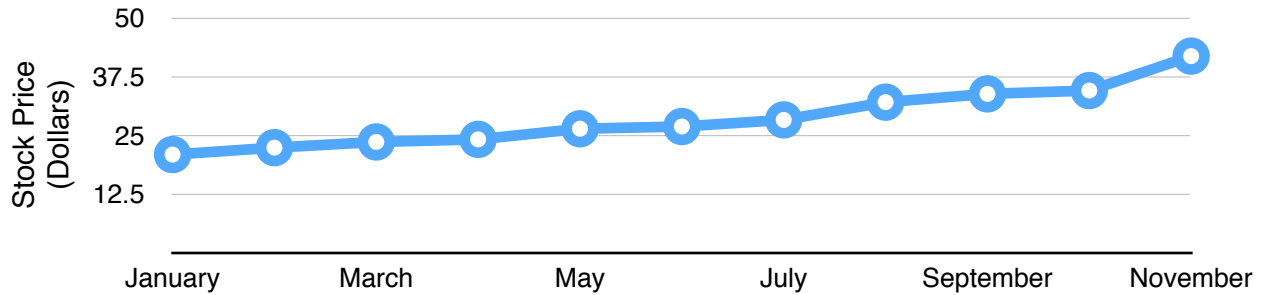




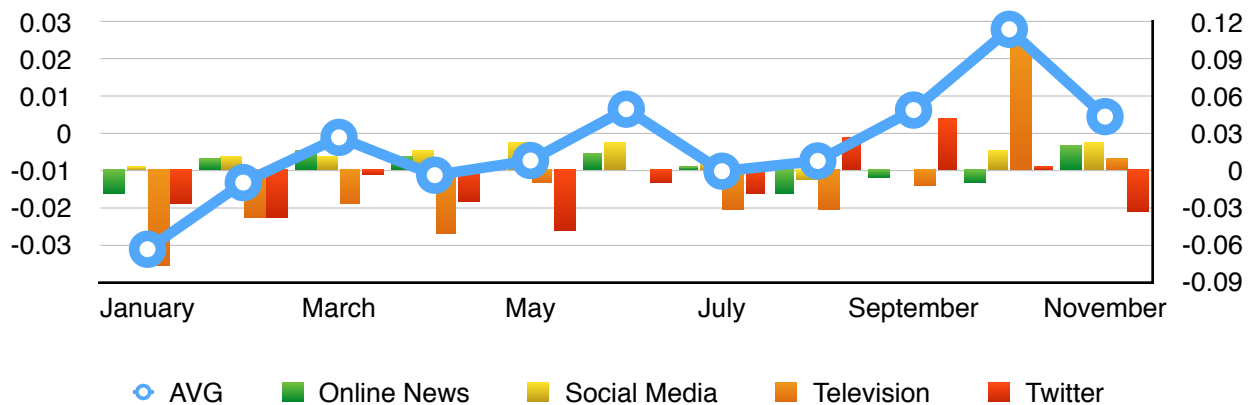
Stock and Media Trends 2014 (YTD)

In November 2014, Southwest Airlines was labeled "Top Stock of 2014". Below, data shows a correlation between the rise in sentiment of media mentioning Southwest Airlines and the rise in stock prices. Though media volume is fairly comparable between Southwest and United, Southwest dominates other competitors such as Delta. Southwest leads competitor, United, in positive share of voice by 11%.

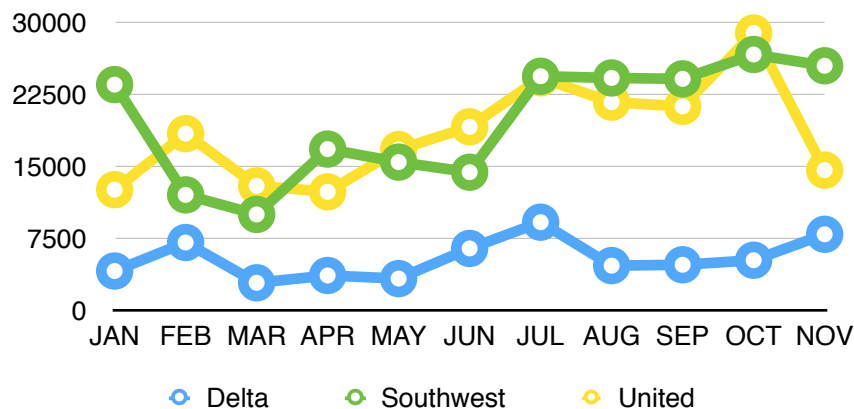
Southwest Stock (YTD)



Southwest Sentiment (YTD)



Competitive Volume (YTD)



Share of POS Voice

