

Kimberly Vogel

Speech

For this speech, I am the CEO Gary Kelly and the audience is Southwest's stockholders.

Good morning ladies and gentlemen. My name is Gary Kelly, President and CEO for Southwest Airlines. As many of you now know, we had some technical difficulties yesterday when launching our new Rapid Rewards program. I can assure you and all of our Southwest customers that these problems are being remedied as we speak.

For those of you who do not know the problem I am speaking of, we had a computer glitch due to our unveiling of the new Rapid Rewards program. This glitch caused some of our computer systems to shut down momentarily. We realize that this is a great inconvenience to our customers and we are setting in place a plan to fix this. We plan on taking some feedback from our customers about the website and tweaking it until we find a solution that everyone is happy with. Also, we are trying to enlarge our bandwidth so we can reach more people at the same time.

From our comments on our Facebook and Twitter pages, we know that this setback is not what our customers would like to see happen. We are truly working our hardest to ensure that our customers have a positive experience with Southwest.

We see that some of our consumers are not happy with the service they received yesterday. Well, I can tell you, we will fix it. Southwest prides itself on being a customer focused company. We will do anything in our power to ensure that our customers return to us and maintain a positive experience. We would like to ask our customers to be patient with us when dealing with our customer service individuals on the phone. If you cannot get through right away, try again. We are working on a plan now to get more customer service individuals to our public.

As for those who say that they have missing credits or rewards, I would like to personally say, you will receive them. You do not need to worry, your credits and rewards will be added to your account. If you do not receive them in the next few days, call us. We will make it right.

We at Southwest Airlines would like to formally apologize for the inconvenience to our consumers. It was not our intention, but we will do whatever it takes to fix the problem.

Thank you for your time and cooperation.