



SOUTHWEST AIRLINES CO.

Ron Ricks
Executive Vice President
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February 24, 2014

Honorable Janice K. Brewer
Governor
Executive Tower
1700 W. Washington
Phoenix, AZ 85007

Dear Governor Brewer,

The mission of Southwest Airlines is to provide unparalleled service with a specific focus on our Customers, Employees, and the communities we serve. As part of our continued commitment to our Southwest Airlines family, we are dedicated to the core tenets of diversity and inclusion. We foster an inviting environment that emphasizes openness in thought, individualism, and selfless activism. Below is an excerpt from our recently published performance summary, *Building LUV: 2012 Southwest Airlines One Report*, regarding our philosophy on diversity and inclusion:

"Our People are our greatest strength, and they are an amazing group of employees from different backgrounds and countries. This translates to a rich diversity of ideas, knowledge, and actions, which has made us a consistently profitable airline and has helped to create the Fun-LUVing Southwest Culture for which we are known. Inclusion brings our Company together, and we embrace different perspectives and celebrate those who dare to bring their best forward."

It is with these core company doctrines and general community welfare in mind that we respectfully request your veto of Senate Bill 1062.

Already, even just the discussion surrounding SB1062 has had a profound and immediate impact on the Arizona tourism industry and on our company. We proudly serve Arizona, providing countless national arrivals and departures on a daily basis. But, as a company, we are concerned with the negative impact the passage of SB1062 will have on Arizona's business and tourism environment.

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We sincerely appreciate your thoughtful consideration in this matter and do not envy the difficult position you find before you. We trust that you will make the best decision for Arizona residents, your communities, and businesses that serve your great state.

Sincerely,

A handwritten signature in black ink that reads "Ron Ricks". The signature is written in a cursive, flowing style.

Ron Ricks

Copy to: Scott Smith, Chief of Staff
Joseph Sciarrotta, Jr., General Counsel
Lorna Romero, Director of Legislative Affairs