



P R E S S R E L E A S E

SOUTHWEST AIRLINES PILOTS' ASSOCIATION

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Southwest Airlines Pilots' Association launches "RANGE" pilot/lifestyle digital magazine

(DALLAS) — The Southwest Airlines Pilots' Association (SWAPA) has ventured into the public discussion space with a new digital publication called "RANGE," now available in the iTunes App Store for iPad users. RANGE is an initiative to publicly advance discussion on issues faced by commercial airline pilots while also providing lifestyle content for our active audiences. SWAPA is working to highlight the issues and interests of its own pilots as well as to reach out to the general public on matters important to commercial airline pilots around the country.

"After much hard work by our in-house staff and SWAPA committee members, we're proud to present this new initiative to our membership, other aviation enthusiasts and the flying public," said Capt. Steve Chase, SWAPA President. "RANGE is not your typical union publication. We've aimed to present information relating to pilot interests and industry/profession-related issues, not limited to day-to-day union business."

The free inaugural edition of RANGE includes a look at airline industry growth from perspectives of employees, shareholders and management; a take on the anatomy of a thunderstorm with interactive diagrams; an up close and personal view of a Southwest pilot's South African motorcycle safari; reviews of the latest gadgets and outdoor gear; and an airline industry insider's guide to some great domestic travel escapes.

Currently, RANGE is available on the iPad. For future editions, SWAPA plans expansion to additional platforms (Galaxy, Kindle Fire etc.) to broaden the available audiences. RANGE will publish three issues in 2012 and plans call for quarterly issues in 2013. For a free download, go to the App Store or visit rangemag.com.

Located in Dallas, Texas, the Southwest Airlines Pilots' Association (SWAPA) is a non-profit employee organization representing the more than 6,200 pilots of Southwest Airlines. SWAPA works to provide a secure and rewarding career for Southwest pilots and their families through negotiating contracts, defending contractual rights and actively promoting professionalism and safety. For more information on the Southwest Airlines Pilots' Association, visit www.swapa.org.

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