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# Southwest Airlines Launches New 'Grab Your Bag: It's On!' Ads

## Airline's New Spots Feature Employees Who LUV What They Do

DALLAS, March 15 /PRNewswire-FirstCall/ -- Southwest Airlines (NYSE: LUV) debuted a new set of FUN Employee-focused ads today. The airline saw great success with its "Grab Your Bag: It's On!" campaign which launched last summer and continued into the fall with a heavy presence during football season. The well-known "Ramper Spots" featured the airline's Ramp Agents showing "LUV" to Customers' baggage, which Southwest carries for free (first two checked bags per passenger, weight and size limits apply). Rammers bid farewell to the beloved bags as the aircraft takes off. All the advertising was successful in driving home the airline's Bags Fly Free policy.

The new ads launching today are an extension of the popular "Grab Your Bag: It's On!" spots, but now feature a new set of Employees and some new messages. The ads aim to highlight that Southwest is an airline that consistently provides a positive experience that keeps Customers coming back and is a reliable and dependable travel partner. One spot, entitled "Battle Cry," features ten Ramp Agents "revealing" Southwest's Bags Fly Free policy.

The airline will roll out seven new spots over the next few days. The ads will run in national and local media, with two spots airing during broadcasts of the college basketball championship games. One of the ads specifically focuses on the fact that Customers can purchase Southwest Airlines fares and flights online only on **southwest.com**. Customers cannot find Southwest's super low fares on any other travel web site. To view the new spots and behind-the-scenes video, please visit [www.blogsouthwest.com](http://www.blogsouthwest.com) or become a fan on Southwest's Facebook page at [www.facebook.com/southwest](http://www.facebook.com/southwest).

Additionally, Southwest Airlines is featuring Employees in innovative loading bridge, print, and digital advertising. Customers will see Southwest Employees in banner ads online and in the airport.

After 38 years of service, Southwest Airlines continues to differentiate itself from other low fare carriers—offering a reliable product with exemplary Customer Service. Southwest Airlines is the most productive airline in the sky and offers Customers a comfortable traveling experience. Southwest Airlines is the nation's largest carrier in terms of originating domestic passengers boarded, currently serving 68 cities in 35 states, soon to be 69 with the addition of Panama City Beach on May 23, 2010. Based in Dallas, Southwest currently operates more than 3,200 flights a day and has nearly 35,000 Employees systemwide.

[www.southwest.com](http://www.southwest.com)

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