

August 28, 2013



# GO LONG! SOUTHWEST AIRLINES IS OFFICIAL AIRLINE OF COLLEGE FOOTBALL HALL OF FAME IN ATLANTA

DALLAS, Aug. 28, 2013 /PRNewswire/ -- The People of Southwest Airlines (NYSE:LUV) kick off a new chapter in a four-decade LUV affair with college football by announcing a multi-year sponsorship and long-term support of the College Football Hall of Fame in Atlanta. A number of inductees in the Hall's 2013 Enshrinement Class shared some of their moves with the carrier's all-star Employees as they flew to Atlanta for this week's enshrinement ceremony. Click [here](#) to view or download the instant replay featuring highlights of the journey. The downloadable file is 16:9 aspect ratio, broadcast-quality video and available on [swamedia.com](#).

"Here in Atlanta and across the country, our Employees thrive and win because of passion -- whether for Great Customer Service, or having fun delivering it. We could not be more excited to officially complete the pass bringing the Hall of Fame to Atlanta," said Richard Sweet, Southwest's Senior Director of Marketing Planning, in announcing the sponsorship. "We share our Customers' love of college football, and proudly join the home team that brought the Hall to Atlanta."

In 2009, the College Football Hall of Fame opted to relocate in Georgia from Indiana. With the support of Southwest Airlines and other corporate sponsors, the Hall is taking shape in downtown Atlanta near the Omni Hotel at CNN Center, site of today's announcement. It will open in August 2014.

"We are thrilled to have Southwest on board as a major sponsor of the new Hall of Fame attraction in Atlanta," said John Stephenson, president & CEO of Atlanta Hall Management. "Southwest Employees' enthusiasm is such a great fit with college football and it mirrors the fun and engaging experience we will bring to football fans when they visit the Hall."

Adding the Hall to its physical investment in Georgia communities, Southwest is also the official airline of the Atlanta Falcons and a presenting sponsor of the Georgia Aquarium, as well as a partner of Piedmont Park Conservancy where the Southwest Porch at Park Tavern offers a year-round venue in Atlanta's most visited greenspace. In addition to being named one of Atlanta's "Best Places to Work," Southwest is also a strong supporter of UNCF, The Atlanta Business League and many other community and business organizations. [Read more](#) about our history, employment, and flight service offered by Southwest and wholly owned subsidiary AirTran Airways at Hartsfield-Jackson Atlanta International Airport.

## ABOUT SOUTHWEST AIRLINES CO.

In its 43<sup>rd</sup> year of service, Dallas-based Southwest Airlines (NYSE: LUV) continues to differentiate itself from other carriers with exemplary Customer Service delivered by more than 45,000 Employees to more than 100 million Customers annually. Southwest is the nation's largest carrier in terms of originating domestic passengers boarded, and including

wholly-owned subsidiary, AirTran Airways, operates the largest fleet of Boeing aircraft in the world to serve 97 destinations in 41 states, the District of Columbia, the Commonwealth of Puerto Rico, and six near-international countries. Southwest is one of the most honored airlines in the world, known for its triple bottom line approach that takes into account the carrier's performance and productivity, the importance of its People and the communities it serves, and its commitment to efficiency and the planet. The 2012 Southwest Airlines One Report™ can be found at [southwest.com/citizenship](http://southwest.com/citizenship).

### Southwest Airlines

From its first flights on June 18, 1971, Southwest Airlines launched an era of unprecedented affordability in air travel quantified by the U.S. Department of Transportation as "The Southwest Effect," a lowering of fares and increase in passenger traffic wherever the carrier serves. On every flight, Southwest offers Customers the first two pieces of checked luggage (weight and size limitations apply) and all ticket changes without additional fees. Southwest's all Boeing fleet consistently offers leather seating and the comfort of full-size cabins, many of which are equipped with satellite-based WiFi connectivity and a new, sustainable cabin interior. With 40 consecutive years of profitability, the People of Southwest operate more than 3,200 flights a day and serve communities around 86 airports in Southwest's network of domestic destinations. Southwest Airlines' frequent flights and low fares are available only at [southwest.com](http://southwest.com).

### AirTran Airways

AirTran Airways, a wholly-owned subsidiary of Southwest Airlines Co., offers coast-to-coast and near-international service with nearly 500 flights a day to 47 destinations. The carrier's high-quality product includes assigned seating and Business Class. As Southwest continues to integrate AirTran's People, places, and planes into Southwest Airlines, Customers of both carriers may book flights at [airtran.com](http://airtran.com) and exchange earned loyalty points between both AirTran's A+ Rewards® and Southwest's Rapid Rewards® for reward travel on either airline.

### **About Atlanta Hall Management & The College Football Hall of Fame**

Scheduled to open in the fall of 2014, the new College Football Hall of Fame will be a 94,256-square-foot attraction located in the heart of Atlanta's sports, entertainment and tourism district. Adjacent to the Georgia World Congress Center and Centennial Olympic Park, the new Hall will provide visitors with a highly-immersive, interactive and engaging experience using a blend of historic college football artifacts and state-of-the-art, interactive multimedia exhibits. The National Football Foundation (NFF) launched the Hall in 1951 to stand as one of the nation's premier sports shrines, immortalizing the game's greatest players and coaches as positive role models for future generations. In 2009, Atlanta Hall Management, Inc., partnered with the NFF to construct and operate the new Hall of Fame facility, which will also provide a platform for community outreach, education and character development initiatives, as well as serve as one of Atlanta's premier special event spaces. For more information, please visit [www.cfbhall.com](http://www.cfbhall.com).

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

SOURCE Southwest Airlines