

June 24, 2014



Southwest Airlines® And New Kids On The Block Announce NKOTB Party Plane Giveaway To Las Vegas!

Win the 'NKOTB Party Plane Experience' and Attend Opening Night Of The Exclusive Four-Night Run at the Axis at Planet Hollywood in Las Vegas!

DALLAS, June 24, 2014 /PRNewswire/ -- Get excited! Block Nation Fans from across the country will have a chance to win a once-in-a-lifetime trip to fly on the official Southwest Airlines NKOTB Party Plane from Chicago-Midway to Las Vegas!

[Southwest Airlines](#) and New Kids On The Block's Joey McIntyre, Jordan Knight, Donnie Wahlberg, Jonathan Knight, and Danny Wood will give lucky fans and a guest a fan experience they'll never forget. In partnership with the airline, NKOTB is offering flights to Vegas for winners this July for their exclusive engagement at The AXIS powered by Monster at Planet Hollywood Resort & Casino in Las Vegas. From Thursday, July 10, through Sunday, July 13, fans can see NKOTB in a special four-night run, their ONLY North American appearance this year. Winning fans will not only receive a flight to Vegas from Chicago, but they will also receive flights to Chicago to catch the NKOTB Party Plane (restrictions apply), a two-night stay at Planet Hollywood, tickets for the opening night NKOTB concert run at The AXIS powered by Monster at Planet Hollywood, tickets to a private NKOTB party after the show on July 10, and return flights home.

Fans can enter for a chance to win on Southwest Airlines' Facebook Fan page at www.Facebook.com/southwest, as well as a chance to win by entering at www.NKOTB.com.

As previously announced, New Kids On The Block are set to host the ultimate Vegas weekend this summer. The multi-platinum selling act will show their U.S. fans some much wanted love with an exclusive engagement at The AXIS powered by Monster at Planet Hollywood Resort & Casino in Las Vegas. From Thursday, July 10, through Sunday, July 13, fans can see NKOTB in a special four night run, their ONLY North American appearance this year.

In what will certainly be the ultimate Vegas getaway weekend, fans will have the opportunity to hang with NKOTB at a variety of different events throughout the action packed four days. The group will be performing nightly at The AXIS, as well as hosting private daytime pool parties and late night after parties. Building off the unique experience of the annual NKOTB cruise, this weekend will be full of one-of-a-kind experiences with the five guys that fans won't want to miss. After going through a major transformation, The AXIS recently opened on Dec. 27, 2013 with its first resident artist, Britney Spears, and also serves as home to top touring acts including NKOTB. NKOTB will take over The AXIS stage for their own extended four-night run, the first time for any artist to do an extended run since Britney kicked off her show. Special room rates starting as low as \$99 will be available for ticket holders.

Tickets are available now at www.ticketmaster.com. Exclusive VIP packages will be available at www.nkotb.com/vip, offering fans meet & greets and photo opportunities with the band.

See full NKOTB Party Plane contest details and official rules below.

New Kids On The Block

NEW KIDS ON THE BLOCK sold more than 80 million albums worldwide -- including back-to-back international #1 songs, 1988's Hangin' Tough and 1990's Step By Step -- and a series of crossover smash R&B, pop hits like "You Got It (The Right Stuff)," "Cover Girl," "Didn't I (Blow Your Mind This Time)," "Hangin' Tough," "I'll Be Loving You," "Step By Step" and "Tonight." The group shattered concert box office records playing an estimated 200 concerts a year, in sold out stadiums throughout the world. They still hold many of these records to date. They were Forbes highest paid entertainers of 1990, beating out Michael Jackson and Madonna. The band boasted an extensive and highly profitable merchandise line which included everything from lunch boxes and sleeping bags to comic books, marbles and dolls. More Information is available at www.nkotb.com.

ABOUT SOUTHWEST AIRLINES CO.

In its 43rd 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. Based on the most recent data available from the U.S. Department of Transportation, Southwest is the nation's largest carrier in terms of originating domestic passengers boarded. The airline also operates the largest fleet of Boeing aircraft in the world to serve 93 destinations in 40 states, the District of Columbia, the Commonwealth of Puerto Rico, and five near-international countries via wholly owned subsidiary, AirTran Airways. 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 2013 Southwest Airlines One Report™ can be found at southwest.com/citizenship.

From its first flights on June 18, 1971, Southwest Airlines launched an era of unprecedented affordability in air travel described by the U.S. Department of Transportation as "The Southwest Effect," a lowering of fares and increase in passenger traffic wherever the carrier serves. With Southwest Airlines, Bags Fly Free® (first and second checked pieces of luggage, size and weight limits apply), and there are no change fees (fare difference may apply) when you need to change your flight. Southwest's fleet offers leather seating and the comfort of full-size cabins, a majority of which are equipped with satellite-based WiFi connectivity over the United States, which enables live and video-on-demand TV currently FREE compliments of DISH, and a new, sustainable cabin interior. Southwest acquired AirTran Airways in May 2011 and by the end of 2014 intends to complete the full integration of the AirTran network into Southwest. With 41 consecutive years of profitability, the People of Southwest and AirTran operate more than 3,600 flights a day. Southwest Airlines' frequent flights and low fares are available online at southwest.com or by phone at 800-I-FLY-SWA.

THE AXIS POWERED BY MONSTER

The AXIS Powered by Monster is the newly-renovated 7,000-seat theater at Planet Hollywood Resort & Casino, which opened on Dec. 27, 2013 with the venue's first artist-in-residence, Britney Spears and her show, "*Britney: Piece of Me*." Partnered with the world's leading promoter of live entertainment, Live Nation Entertainment, The AXIS marks Live Nation's first significant alliance with a venue of this size in Las Vegas. Through its exclusive, long-term partnership, Live Nation is dedicated to securing an impressive set of resident

headliners and top touring acts to the venue. With a nod to the growing importance of nightlife to the Las Vegas visitor experience, The AXIS also features an innovative dance floor and VIP table seating concept that allows guests a one-of-a-kind concert experience that is made even more exceptional by the nightlife-oriented service provided by Drai's Management Group.

PLANET HOLLYWOOD RESORT & CASINO

Planet Hollywood Resort & Casino is the newest member of the Caesars Entertainment family in Las Vegas and is a full partner in Total Rewards™. With 2,500 beautifully designed guest rooms and suites showcasing some of the best views in town, Planet Hollywood encompasses more than 100,000 square-feet of gaming, several lounges, ten restaurants including Gordon Ramsay BurGR, KOI, Strip House, the award-winning Spice Market Buffet and LA's Pink's Hot Dogs, and the Planet Hollywood Spa by Mandara. The resort is also home to one of pop music's biggest superstars Britney Spears' brand new show, *"Britney: Piece of Me."* The property is encircled by Miracle Mile Shops with more 170 specialty stores and restaurants. For more information, visit www.planethollywoodresort.com. Find Planet Hollywood on [Facebook](#) and follow on [Twitter](#).

"NKOTB Party Plane" Sweepstakes Rules & Regulations

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. VOID IN PUERTO RICO AND WHERE PROHIBITED.

a. How to Enter the Sweepstakes

a. Southwest Airlines and New Kids On The Block "NKOTB Party Plane" ("Sweepstakes") will begin at 9 a.m. CT on June 24, 2014 and will end at Midnight CT on Sunday, June 29, 2014 ("Sweepstakes Period"). This Sweepstakes consists of one Grand Prize Entrant must have internet access and a Facebook. You may create a Facebook account by accessing Facebook at <http://www.facebook.com> and following the instructions to create an account for free. Information you provide to Facebook to open an account is subject to Facebook's privacy policy, located at www.facebook.com/privacy.

b. During the Sweepstakes Period, enter the Sweepstakes by going to Southwest Airlines Fan Page on Facebook® at www.facebook.com/southwest and "comment" on the NKOTB Party Plane post and be directed to the official rules on the Nuts About Southwest blog.

All entries submitted will not be acknowledged or returned. Use of any device to automate entry is prohibited. Proof of submission of an entry shall not be deemed proof of receipt by Southwest Airlines. Southwest Airlines' computer is the official time keeping device for the Sweepstakes. Southwest Airlines is not responsible for entries not received due to difficulty accessing the internet, service outage or delays, computer difficulties or other technological glitches. By entering this Sweepstakes, you agree to abide by these Official Rules and acknowledge that this Sweepstakes is in no way sponsored, endorsed, or administered by or associated with Facebook® and you agree to hold Facebook® and each of its parent, subsidiary and affiliated corporations, and the officers, shareholders, directors, employees, agents and representatives of same harmless against any and all claims or liability arising directly or indirectly from use or misuse of a prize or participation in the Sweepstakes.

c. One entry per person is permitted. Any person found using multiple Facebook accounts to enter will be found to be ineligible.

b. Eligibility Restrictions

a. The Sweepstakes is open to all legal residents of the 48 contiguous United States and the District of Columbia who are 18 years of age or older and the age of majority in their place of residence and have a valid e-mail address and Facebook account as of June 29, 2014.

Void in Puerto Rico and where prohibited or restricted by law. The Sweepstakes is offered only in the United States. Employees of Southwest Airlines, AirTran Airways, NKOTB II, Inc., and the members of their immediate families (spouse and parents, children and siblings and their spouses) and individuals living in the same households of such employees are ineligible to enter or win. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations.

b. Only one winner per household is permitted in any Sweepstakes administered by Southwest Airlines.

c. Entrants are required to provide truthful information and Southwest Airlines will reject and delete any entry that it discovers to be false or fraudulent. Southwest Airlines will disqualify any entry from individuals who do not meet the eligibility requirements, and Southwest Airlines will also delete any entry received from persons under the age of 13 in compliance with the Children's Online Privacy Protection Act.

c. Prizes:

a. Grand Prize: Two (2) one-way tickets for the winner and one guest from the closest major airport to winner's residence served by Southwest Airlines, on Southwest Airlines published, scheduled service (subject to Southwest Airlines terms and conditions; certain restrictions may apply) to Chicago-Midway on or around Wednesday, July 9, 2014; two one-way tickets for the winner and one guest from Las Vegas, NV (LAS) to the closest major airport to winner's residence served by Southwest Airlines, on Southwest Airlines published, scheduled service (subject to Southwest Airlines terms and conditions; certain restrictions may apply) on or around July 11, 2014; two one-way tickets for the winner and one guest from Chicago-Midway to Las Vegas on Wednesday, July 9, 2014, on the Official Southwest NKOTB Party Plane; one-night hotel stay (double occupancy) in Chicago, IL on Tuesday, July 8, two-night hotel stay (double occupancy) at Planet Hollywood Las Vegas, Check-in on July 9, checking out on July 11, 2014; and two (2) NKOTB After Dark concert tickets on Thursday, July 10.

If the winner resides within 50 miles of Chicago, IL, the winner will not receive two (2) one-way tickets for the winner and one guest to Chicago and will not receive one-night hotel stay in Chicago. If the winner does not live in a city served by Southwest Airlines, he/she is responsible for transportation to the nearest airport served by Southwest Airlines. No substitutions are allowed. Valid government i.d. is required to travel

Approximate Prize Value is \$1,750.00.

Southwest Airline tickets are subject to Southwest Airlines terms and conditions and must be used on or around the 2014 NKOTB Party Plane dates. Tickets will not be refundable or redeemable for cash or credit at any time, nor will tickets be replaced if lost or stolen. Tickets may not be sold to a third party. Tickets valid on Southwest-operated, published, scheduled service only from the airport nearest the winner's residence served by Southwest Airlines. No prize substitutions, cash equivalent, or transfer of prizes permitted except at the sole discretion of the Sponsors. Prize subject to availability and the Sponsors reserves the right,

at its sole discretion, to award a prize of greater or equal value if the advertised prize is unavailable. Taxes and any travel or other expenses not mentioned above are solely the responsibility of the winner. Tickets are subject to Southwest Airlines terms and conditions. Tickets are not valid on code-share or AirTran operated service, or any international service. Certain restrictions may apply. Use of tickets is subject to airline's conditions and tariffs, and to all applicable federal regulations. Winner and guest must travel on the same itinerary. . If travel guest is a minor, winner must be his/her parent/guardian, or be accompanied by his/her parent/guardian.

b. In the event that a prize or prize certificate is mailed to the winner, it will be with the prior written consent of the winner and therefore, winner assumes the risk of its loss. Sponsors are not responsible for the safe arrival of a prize or prize certificate.

d. Selection of Winner

On or about June 30, 2014, a random drawing from all eligible entries received during the entry period will be conducted by Sponsor. Sponsor's decisions are final on matters relating to this Sweepstakes. Prize is guaranteed to be awarded. Sponsor reserves the right to substitute prize of equal or greater value. Odds of winning depend on the total number of eligible entries received. Potential winner will be notified via either Facebook® or via e-mail. Entrants need not be present to win.

Potential winner notification will be made on or about June 30, 2014 by the Sponsor via Facebook. The potential winner will be asked to contact Southwest with a given e-mail address provided via comment on the entrant's Facebook. Prizes will be awarded only after eligibility has been determined. This shall include, but not be limited to, entrants satisfying all of the elements of the registration eligibility criteria after a review of documentation and determination of Sponsor in its sole discretion, such determination which shall be deemed final. In addition, entrants shall have fulfilled all of the conditions and accurately completed the documentation required herein. Potential winner must execute and return any required affidavit of eligibility and/or liability/publicity release in which they agree to hold Sponsor, Facebook, and each of their parent, subsidiary and affiliated corporations, and the officers, shareholders, directors, employees, agents and representatives harmless against any and all claims or liability arising directly or indirectly from use or misuse of a prize or participation in the Sweepstakes. Guest of winner, or if minor(s) their parent(s)/legal guardian(s), must execute a Liability Release, and where legal, a Publicity Release prior to the issuance of travel documents. Affidavits will be mailed or emailed based on the potential winner's preference beginning July 1, 2014. Affidavits must be executed and returned within seven (7) days or prize will be forfeited and an alternate winner may be chosen. If a potential winner cannot be contacted, is unable to accept the Grand Prize as awarded, fails to sign and return the required affidavit of eligibility and liability/publicity release within the required time period, or if a prize or prize notification is returned as undeliverable, potential winner forfeits prize and it will be awarded to an alternate winner. Upon timely completion of required affidavits and release, winner should expect to receive their prize in the mail by July 7, 2014.

e. Conditions

a. Payments of all federal, state and local taxes are solely the responsibility of the winner. Winner may be required to sign an IRS Form W-9 or the equivalent.

b. By participating in the Sweepstakes, the winner agree to have their name, voice, or

likeness used in any advertising or broadcasting material relating to this Sweepstakes without additional financial or other compensation unless prohibited by law, and, where legal, to sign a publicity release confirming such consent prior to acceptance of the prize.

c. Southwest Airlines and NKOTB II, Inc. are not responsible for lost, stolen, mangled, miss-delivered, postage due, illegible, incomplete or late entries, telephone service outages, delays, busy signals, equipment malfunctions and any other technological difficulties that may prevent an individual from entering or claiming a prize.

d. Southwest Airlines and NKOTB II, Inc. in their sole discretion, reserve the right to disqualify any person tampering with the entry process, the operation of Southwest Airlines website, or otherwise in violation of the rules. They further reserve the right to cancel, terminate or modify the Sweepstakes if it is not capable of completion as planned, including infection by computer virus, bugs, tampering, unauthorized intervention or technical failures of any sort.

e. Sponsors reserve the right to make changes in the rules of the Sweepstakes, including the substitution of a prize of greater or equivalent value, which will become effective upon announcement.

f. Failure to comply with the Sweepstakes rules may result in a participant's disqualification solely at the discretion of the Sponsor.

g. The Sponsor is not responsible for typographical or other errors in the printing, the offering or the administration of the Sweepstakes, or in the announcement of a prize.

h. Copies of the written Sweepstakes rules and a winner list (when complete) are available during regular business hours at Southwest Airlines, P.O. Box 36611, Dallas, TX 75235-1611. For a winner list, send a self-addressed return envelope, after June 30, 2014. All requests must be received by August 1, 2014.

i. Each entrant or participant fully releases and holds harmless Facebook against any and all claims or liability arising directly or indirectly from participation in the Sweepstakes, and each entrant acknowledges that by entering the Sweepstakes they are providing information to Sponsor and not to Facebook.

f. Limitation of Liability: Neither Southwest Airlines Co., AirTran Airways, Inc., nor their affiliated entities, are responsible for printing or typographical errors in any sweepstakes related materials; or transactions that are processed late or incorrectly or are lost due to computer or electronic malfunction.

Winner and guest assume all liability for any injury or damage caused, or claimed to be caused by participation in this sweepstakes, redemption of any prize, and use or misuse of any prize.

By entering, entrant agrees to hold harmless and indemnify Southwest Airlines Co. and its parents, subsidiaries, affiliates, directors, officers, employees, and agents against any and all liability, damages, or causes of action (however named or described), with respect to or arising out of (i) entrant's participation in the sweepstakes, (ii) the receipt of the prizes, and/or (iii) use or misuse of the prizes awarded herein.

g. Construction and Disputes: All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of any entrant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with the laws of the State of Texas, without giving effect to any choice of law or conflict of law rules or provisions (whether of the State of Texas, or any other jurisdiction) that would cause the application of the laws of any jurisdiction other than the State of Texas. The invalidity or unenforceability of any provision of these rules shall not affect the validity or enforceability of any other provision. In the event that any such provision is determined to be invalid or otherwise unenforceable, these Official Rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein.

THE EXCLUSIVE JURISDICTION FOR ANY DISPUTE SHALL BE IN THE FEDERAL OR STATE COURTS LOCATED IN DALLAS COUNTY, TEXAS.

h. Sponsor

Southwest Airlines Co., P.O. Box 36611, Dallas, TX 75235-1611

SOURCE Southwest Airlines