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Southwest Airlines Sends Lucky Blogger to Vegas

A Little Wit Goes a Long Way on Airline's Blog

DALLAS, Oct. 19 /PRNewswire-FirstCall/ -- Are you nuts about Southwest Airlines? Visit Southwest Airline's blog, Nuts About Southwest, and you may have a crack at winning a free trip to Las Vegas, including complimentary airfare on Southwest Airlines, a three-night hotel stay at the MGM Grand, and registration to the BlogWorld & New Media Expo, the world's biggest blogging conference, scheduled at the Las Vegas Convention Center Wednesday - Friday, Nov. 7 - 9, 2007.

Southwest Airlines, the Official Airline of BlogWorld Expo -- a monumental event celebrating the dynamic industry of blogging and new media -- is offering a full travel package to the lucky blogger who submits the most popular caption for a photo, provided by the Las Vegas Convention and Visitors Authority.

"Southwest has been blogging for about a year and a half now, and the community we've built definitely has a unique -- sort of "southwesty" -- sense of humor," says Paula Berg, Southwest Airlines spokesperson and official "Blog Girl" for the airline. "This contest is just a way for us to have a little FUN with our bloggers, and, really, to celebrate the relationships we've built with them over the past year."

How does it work?

- Visit <http://www.blogsouthwest.com>
- Submit your photo caption or vote for your favorite photo caption
- The caption with the most positive votes by midnight Pacific Time on Friday, Oct. 26, 2007, wins the Las Vegas/BlogWorld travel package

What does the Las Vegas/BlogWorld travel package include?

- Roundtrip air travel for two on Southwest Airlines to Las Vegas from any city served by Southwest
- A three-night stay at the MGM Grand Hotel on the Las Vegas strip
- Registration for 2007 BlogWorld Expo, the biggest blogging conference in the world

The deadline to submit a caption or vote for your favorite caption is midnight Pacific Time on Friday, Oct. 26, 2007. The winner will be announced and notified on Monday, Oct. 29, 2007. The most popular caption -- based on the highest number of positive votes by fellow bloggers -- will win the Las Vegas/BlogWorld travel package. BlogWorld exhibitor and social media company spigit created the voting system for the contest with their award winning software.

"Southwest Airlines extends a warm thank you to the folks at BlogWorld, MGM Grand, and spigit for their support of the Las Vegas/BlogWorld contest," says Berg. "We hope all

BlogWorld conference attendees will stop by our booth at the BlogWorld Conference on Nov. 8 and 9 to meet some of our regular bloggers and register to win two free roundtrip tickets on Southwest Airlines."

Southwest Airlines

Still a maverick, Southwest Airlines was the first airline to offer its Customers a venue for open dialogue through a blog, Nuts About Southwest. With nearly 30 Employee bloggers that represent a mix of frontline and behind the scenes Employees, including Pilots, Flight Attendants, Schedule Planners, Customer Service Agents, Executives, Mechanics, Marketing Representatives, etc., Customers are able to participate in meaningful conversations and build personal relationships with Southwest Airlines' Employees.

BlogWorld

The first and only industry-wide tradeshow, conference, and media event dedicated to promoting the dynamic industry of blogging and new media, BlogWorld will feature exhibits and 60 seminars offered by iconic personalities on the leading-edge of online technology and internet-savvy business.

spigit

spigit is the only smart, social collaboration platform for identifying the best ideas and key contributors within any online community. spigit leverages advanced algorithms and a configurable analytics engine to capture and evaluate participation and contributions that happen within a social community, enabling the best ideas and contributors to shine. spigit powers a variety of community interest sites, including those for startups (spigit Innovation(TM)) and elections (Vote spigit(TM)), and allows special interest groups to build custom communities quickly and effectively to meet their community objectives. spigit's premier platform for business innovation, spigit Enterprise(TM), Allows large and small companies to make innovation a part of daily process, engaging employees and allowing top ideas and key influencers to be recognized.

Official Rules

No Purchase Necessary

1. Description of the Contest

The Southwest Airlines Las Vegas/BlogWorld Photo Caption Contest, ("Contest") Sponsored by Southwest Airlines, ("Sponsor") is a photo caption contest in which a Grand Prize will be awarded to the Entrant who submits the photo caption that receives the most positive votes according to the Contest requirements. The Grand Prize will be awarded as a result of public voting. All photo caption submissions that meet the requirements set forth in contest requirements will be judged online by the readers of Southwest's blog (<http://www.blogswsouthwest.com>), who will select the Grand Prize Winner.

2. Eligibility

The Contest is open to legal residents of the United States who are at least 21 years of age at time of entry. Employees of Sponsor, and each of their respective affiliates, subsidiaries, advertising and promotion agencies, and members of their immediate families, regardless of

whether they reside in the same household, are not eligible to participate ("Excluded Parties"). The Contest is void where prohibited.

3. How To Enter:

You must submit your photo caption entry at <http://southwest.spigit.com> by following the contest instructions. Registration must be completed before a photo caption can be submitted by logging in at <http://southwest.spigit.com>. At the time of registration you will be required to acknowledge that you have read the rules and the policies, terms and conditions for submitting a photo caption in the Southwest Airlines Las Vegas/BlogWorld Photo Caption Contest Rules and Regulations, and that you agree to be bound. Prepare one or more photo caption. If your photo caption wins the Grand Prize, Southwest Airlines will award you with roundtrip air travel for two on Southwest Airlines to Las Vegas from any city served by Southwest, a three-night stay at the Las Vegas MGM Grand Hotel, and registration for the 2007 BlogWorld Expo. Any entry that contains, in the Sponsor's sole discretion, any content that is obscene, violent, sexually provocative, discriminatory, or material that is deemed unfavorable to the Sponsor's image, will not be accepted. By submitting a photo caption, you will be automatically entered into the Contest.

4. Judging:

a) Grand Prize

All Submissions will be reviewed and voted on by the readers of <http://www.blogsouthwest.com>. The entrant with the highest number of positive votes will be deemed the winner. Winners will be notified by mail, phone or email at Sponsor's discretion.

5. Prizes:

One Grand Prize: The winning photo caption entry will be awarded roundtrip air travel for two on Southwest Airlines to Las Vegas from any city served by Southwest, a three-night stay at the Las Vegas MGM Grand Hotel, and registration for the 2007 BlogWorld Expo. No transfer or substitution of prizes, except by Sponsor in the event the advertised prize is unavailable. Taxes are the responsibility of the winner.

6. Rights:

By submitting an entry you warrant that it is wholly original and does not infringe any copyright, trademark, publicity, privacy or other proprietary right of any third party, union or guild. Entrants in the Contest agree to assign the rights, title and intellectual property rights in their Submissions to Sponsor as a condition of competing for a prize. Entrants grant permission to Sponsor to use their names, likenesses, and biographical information for promotional or advertising purposes in all media worldwide, without notice or further compensation, unless prohibited by law. By participating, entrants hereby release the Sponsor from any and all liability, or loss, damage, harm, injury, cost or expense which may occur in connection with their preparation for the Contest, or from their acceptance, use/misuse of a prize. Winners agree to indemnify and hold the Excluded Parties harmless from and against any claims, suits, losses, damages, and expenses, including reasonable attorney fees, that arise in connection with any allegation that their Submission violates the intellectual property rights of any third party.

7. Entry Errors:

Sponsor is not responsible for lost, late, incomplete, damaged, stolen, invalid, unintelligible or misdirected Submissions. Sponsor is not responsible if online service or equipment is interrupted including without limitation (1) interruptions to any network, server, Internet, website, telephone, satellite, computer or other connections, (2) failures of any telephone, satellite, hardware, software or other equipment, (3) garbled, misdirected or jumbled transmissions, or traffic congestion, (4) other errors of any kind, whether human, technical, mechanical or electronic, or (5) the incorrect or inaccurate capture of entry or other information or the failure to capture any such information. Sponsor reserves the right to cancel, modify or terminate the Contest if any of the foregoing occurs and reserves the right, but not the obligation, to select winners from Submissions, received as of the date of termination or modification.

8. Disputes/Choice of Law:

Except where prohibited, each entrant agrees that this Contest shall be governed by the laws of the State of Texas and: (1) any and all disputes, claims and causes of action arising out of or connected with this Contest or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by state or federal courts situated in Dallas, Texas (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, but in no event attorneys' fees; and (3) no punitive, incidental, special, consequential or other damages, including without limitation lost profits may be awarded (collectively, "Special Damages"), and (4) entrant hereby waives all rights to claim Special Damages and all rights to have such damages multiplied or increased.

9. Winner's Lists

For the names of the winners, visit <http://www.blogsouthwest.com>. Winner's lists will be available on or about Monday, October 29, 2007.

10. Sponsor

This Contest is sponsored by Southwest Airlines Co.
2702 Love Field Drive
Dallas, TX 75235

<http://www.southwest.com>

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