

January 22, 2008



# **Southwest Airlines, Chase Co-Sponsor Lenny Kravitz "Love Revolution Tour"**

## **Rapid Rewards Visa Signature Cardmembers and Fans Given Chance to Win Special Give-Aways and Up-Close-and-Personal Experiences with Lenny Kravitz**

WILMINGTON, Del. & DALLAS--(BUSINESS WIRE)--

Lenny Kravitz fans will be flying high this winter as Southwest Airlines and Chase Card Services, a division of JPMorgan Chase & Co. (NYSE:JPM), co-sponsor acclaimed musical artist Lenny Kravitz's upcoming "Love Revolution Tour." As the official financial institution and airline sponsors of the tour, Southwest Airlines and Chase will offer Rapid Rewards Visa Signature(R) cardmembers and Lenny Kravitz fans a chance to win special give-aways and experiences, such as free flights, access to cardmember-only lounges at some concert venues and even a chance for private meet-and-greet opportunities with Lenny Kravitz.

As co-sponsors of the Lenny Kravitz "Love Revolution Tour," Southwest Airlines and Chase will offer a select number of tickets for the Denver, Philadelphia and San Francisco concerts especially for Southwest Rapid Rewards Visa cardmembers. Additionally, to bring the tour experience to life for cardmembers in those markets, Southwest and Chase will sponsor lounges with special access for current Southwest Rapid Rewards Visa cardmembers who show their card and for those who apply for the card at the concert. While cardmembers enjoy the lounge, Southwest will offer an "in-lounge" sweepstakes for roundtrip tickets to anywhere Southwest Airlines flies.

For die-hard Lenny Kravitz fans in Denver, Philadelphia and San Francisco, Southwest Airlines and Chase are also offering the chance for selected Rapid Rewards Visa cardmembers in each market to win unique, memorable experiences and concert items, ranging from private meet-and-greet opportunities with Lenny Kravitz to signed memorabilia to concert tickets.

"We are excited to co-sponsor the 'Love Revolution Tour' with our long-time partner Chase," said Amy McKinney, Southwest Airlines Partnership Marketing Specialist. "We continuously look for new ways to bring meaningful experiences to our cardmembers - giving them the opportunity to see Lenny Kravitz perform and experience the tour is one way to show our appreciation for their loyalty."

"One of the foundations of our partnership with Southwest is to offer Rapid Rewards Visa cardmembers truly unique benefits," said Kian Conley, General Manager, partner business unit, Chase Card Services. "Supporting Lenny Kravitz's tour allows us the opportunity to reward cardmembers with special experiences, and we're excited to offer our cardmembers the chance to connect with such an acclaimed musical artist."

About the "Love Revolution Tour"

Lenny Kravitz's "Get on the Bus with the Love Revolution" exclusive club tour is happening in conjunction with the release of his eighth studio album, *It Is Time For A Love Revolution*. Featuring 14 new songs, including the singles "Bring It On" and "I'll Be Waiting," the album is the artist's first new release in over three years. As the title indicates, the album is a thunderous rock 'n roll call-to-arms featuring Kravitz singing songs of a love revolution backed by a universal blend of soul, funk, and jazz grooves and the undeniable, anthemic lyricism that's been his trademark from day one. The tour currently has nine scheduled stops in the US and will run from January 17 to February 1, hitting cities such as San Francisco, Los Angeles, Denver, Minneapolis, Chicago, Detroit, Boston, Philadelphia and New York.

### Bringing Rapid Rewards to Cardmembers

In 2007, marking the 20th anniversary of Southwest Airlines' frequent flyer program, Southwest Airlines and Chase unveiled enhanced benefits for Rapid Rewards Visa Signature cardmembers, including offering Double Reward Dollars on Southwest Airlines flights, Southwest Airlines Vacation package purchases, and Rapid Rewards Preferred Hotel and Rental Car Partner purchases, an appreciation gift of two Rapid Rewards credits on the Cardmember Anniversary plus exclusive offers from Southwest Airlines and Chase. For more information or to apply for the Rapid Rewards Visa Signature Card, visit [www.southwest.com/flyaway](http://www.southwest.com/flyaway) or [www.chase.com](http://www.chase.com).

### About Southwest Airlines

After almost 37 years of service, Southwest Airlines continues to differentiate itself from other low fare carriers--offering a reliable product with impeccable Customer Service. Southwest Airlines is the most productive airline in the sky and offers Customers a productive traveling experience. Southwest recently updated its gate areas and improved its boarding procedure to make flying Southwest convenient and simple. Southwest Airlines (NYSE:LUV), the nation's largest carrier in terms of domestic passengers enplaned, currently serves 64 cities in 32 states. Based in Dallas, Southwest currently operates more than 3,300 flights a day and has more than 33,000 Employees systemwide.

### About JPMorgan Chase & Co.

JPMorgan Chase & Co. (NYSE:JPM) is a leading global financial services firm with assets of \$1.6 trillion and operations in more than 50 countries. The company has more than 154 million credit cards issued. Under the Chase and JPMorgan brands, the firm serves millions of consumers and businesses in the United States and many of the world's most prominent corporate, institutional and government clients. Information about the firm is available at [www.jpmorganchase.com](http://www.jpmorganchase.com).

Source: Chase Card Services and Southwest Airlines