

February 4, 2008



Southwest Airlines Gives Away Vegas Valentine

Airline Shows Bloggers the 'Love'

DALLAS, Feb. 4 /PRNewswire-FirstCall/ -- This Valentine's Day, Southwest Airlines is giving one lucky blogger a Valentine's Day gift they will never forget. The LUV Airline is awarding a free trip to Las Vegas, including roundtrip airfare on Southwest Airlines, a two-night hotel stay at The Mirage, and two tickets to The Beatles(TM) LOVE(TM) by Cirque du Soleil(R) to the blogger who submits the most popular caption for a Valentine's Day themed-photo at <http://www.blogsouthwest.com>.

"Southwest Airlines is the LUV Airline, and love is part of our history and our Culture," said Paula Berg, official "Blog Girl" for Southwest Airlines. "Since our blog has become a virtual meeting place for people who love Southwest Airlines, it's a perfect place to host a Valentine's Day contest."

More than thirty-six years ago, Southwest Airlines took its first flight from Dallas Love Field Airport, and the airline has been playing on the "Love" theme ever since. In the 1970's, the airline's onboard "menu" included "Love Bites" (peanuts) and "Love Potions" (cocktails), and the cash registers that dispensed Southwest tickets were known as "Love Machines." And, in 1975, "LUV" became the airline's official stock symbol on the New York Stock Exchange. Today, the airline continues to "LUV" its Customers with legendary Customer Service and the best ontime performance in the industry.

"Entering the contest is easy," said Berg. "Just visit our blog, Nuts About Southwest, for instructions on how to enter a caption. Your fellow bloggers will vote for their favorite, and we'll announce the winner on Valentine's Day."

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 Wednesday, February 13, 2008, wins the Vegas travel package.

What does the Vegas travel package include?

- Roundtrip air travel for two on Southwest Airlines to Las Vegas from any city served by Southwest
- A two-night stay at The Mirage
- Two tickets to The Beatles LOVE by Cirque du Soleil

The deadline to submit a caption or vote for your favorite caption is midnight Pacific Time on Wednesday, February 13, 2008. The winner will be announced and notified on Valentine's Day -- Thursday, February 14, 2008. The most popular caption, based on the highest number of positive votes by fellow bloggers, will win the Vegas travel package. Social media company, spigit, created the voting system for the contest with their award-winning software.

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 who 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.

LOVE

LOVE, a Cirque du Soleil creation and co-production with Apple Corps Ltd., celebrates the musical legacy of The Beatles and is presented exclusively at The Mirage in Las Vegas. This joint artistic venture marks the first time that The Beatles company, Apple Corps Ltd., has agreed to a major theatrical partnership. The project was born out of a personal friendship and mutual admiration between the late George Harrison and Cirque du Soleil founder Guy Laliberte.

spigit

Spigit's Enterprise software platform allows organizations to maximize their resources by adding structure to communication, collaboration and innovation. The heart of the software is RepUrank(TM); a technology that uses algorithmic weighting to rank your employees, customers and partners' interactions, allowing you to identify and extract data most pertinent to your strategy and market needs.

Official Rules
No Purchase Necessary

1. Description of the Contest

The Southwest Airlines Valentine's Day 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.blogsouthwest.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 Valentine's Day 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 two-night stay at the The Mirage, and two tickets to The Beatles LOVE by Cirque du Soleil. 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

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 The Mirage, and two tickets to The Beatles LOVE by Cirque du Soleil. 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 Thursday, February 14, 2008.

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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