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Southwest Airlines Helps Customers Find LUV in Time for Valentine's Day

Airline and Cupid.com Partner for World's Largest Speed Dating Event

DALLAS, Feb. 12 /PRNewswire-FirstCall/ -- Southwest Airlines is helping people make connections -- and not just to their next flight! Southwest Airlines, known as the "LUV Airline," is partnering with Cupid.com to host the World's Largest Speed-Dating Night in five cities across the nation -- Dallas, Los Angeles, Pittsburgh, Baltimore, and New Orleans. What better time to find LUV than just before Valentine's Day?

The event invites participants of all ages to mix and mingle and make matches in a safe, relaxed, and casual environment. One participant from each event will leave with roundtrip tickets for two to any of the 64 cities Southwest Airlines serves.

"Southwest Airlines has been in the matchmaking business for awhile," said Linda Rutherford, Southwest Airlines Vice President of Public Relations and Community Affairs. "With our open-seating policy, you wouldn't believe the amount of letters we get from couples who've met on our planes! We see our partnership with Cupid.com as extending our FUN outside the airport to celebrate Valentine's Day and bring people together."

Each couple gets six minutes to find out if there's a "LUV" connection, and when time's up they will hear ... "DING! You're now Free to Move About the Country," and then it's on to the next date. Southwest Airlines will provide peanuts while guests sip on "LUV" potions.

Southwest Airlines will give away everything needed to be a successful speed dater -- mints, lip balm, pens, and notepads. LUV will be in the air with festive decorations and music.

Cupid.com ensures that participants are comfortable with no pressure to set a date or give personal information. A Match Sheet card given to participants at the door allows speed-daters to discreetly make notes throughout the evening and sign onto the Cupid.com Web site to confidentially log their selections-simply deciding "Let's Talk" or "No Thanks."

Southwest Airlines is known as the LUV Airline, comprising not only a Company of planes but, more importantly, a Company of hearts.

After nearly 37 years of service, Southwest Airlines continues to offer the best value in airline travel, allowing Customers the opportunity to travel nonstop throughout the country at a very low fare. Southwest offers a very comfortable ride with all premium leather seats and plenty of legroom. Southwest does not charge Customers an extra fee for changing their reservation and continues to offer free amenities. Customers enjoy complimentary pillows, blankets, snacks, juice, soda, and water on all flights. Since 1987, the airline has maintained the lowest ratio of Customer complaints to enplanements as published in the Department of Transportation's Air Travel Consumer Report. 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 3,400 flights a day and has more than 34,000 Employees systemwide.

<http://www.southwest.com>

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