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Southwest Airlines Celebrates Anniversary of DING!

Airline Celebrates DING! With Super Low Fares and an Online Contest

DALLAS, Feb. 28 /PRNewswire-FirstCall/ -- Southwest Airlines celebrates the Third Anniversary of the exclusive low fare finder, DING! by offering Customers three days of super low fares and a chance to win fabulous prizes by submitting an original DING! headline. DING! headlines are sent straight to a Customer's desktop to announce the latest and greatest Southwest discount.

Entering is easy! New Customers can visit southwest.com, download DING!, and follow the link provided on DING! to the contest entry page. The contest will begin February 28, 2008 and run through March 7, 2008 at 11:59 p.m. central time zone.

Customers simply submit a clever headline of 150 characters or less (including spaces). Southwest Airlines judges will determine a winner. The prizes include:

- Two Grand Prizes: Each prize consists of a three- or four-night cruise on Royal Caribbean for two in an ocean view stateroom to either the Bahamas or Mexico. Sponsored by Southwest Cruises.
- Two First-Place Prizes: Each prize consists of two Southwest Airlines roundtrip tickets, a two-night hotel stay, and a free weekend rental car. Hotel stays are sponsored by Priority Club Rewards and La Quinta Inns & Suites. Car sponsored by The Hertz Corporation.
- One Second-Place Prize: \$500 southwestgiftcard sponsored by Chase Card Services, a division of JPMorgan Chase & Co. (NYSE: JPM)

"We are thrilled to celebrate the success of DING! by offering our Customers a chance to share their creative ideas," said Kevin Krone, Vice President of Marketing, Sales, and Distribution. "We look forward to recognizing our loyal Customers by featuring them on DING!"

Southwest Airlines became the first airline to revolutionize the Customer relationship with the launch of DING!, the first-ever "direct link" to Customers' computer desktops. DING! delivers discounted fares to a variety of Southwest destinations. The application allows Customers access to fares that are lower than Southwest's already-discounted Internet specials. DING! checks for new offers frequently, and Customers are alerted with an audible DING! and an envelope on the DING! icon when new offers become available. To download DING! and gain access to hot, subscriber-only fares, go to:

http://www.southwest.com/ding/what_is_ding.html?refId=2006050000000051

About JPMorgan Chase & Co.

JPMorgan Chase & Co. (NYSE: JPM) is a leading global financial services firm with assets of \$1.5 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 <http://www.jpmorganchase.com>.

About InterContinental Hotels Group

InterContinental Hotels Group PLC (IHG) of the United Kingdom (LON: IHG, NYSE: IHG (ADRs)) is one of the world's largest hotel groups by number of rooms. IHG owns, manages, leases or franchises, through various subsidiaries, over 3,900 hotels and more than 585,000 guest rooms in nearly 100 countries and territories around the world. IHG owns a portfolio of well recognized and respected hotel brands including InterContinental(R) Hotels & Resorts, Crowne Plaza(R) Hotels & Resorts, Holiday Inn(R) Hotels and Resorts, Holiday Inn Express(R), Staybridge Suites(R), Candlewood Suites(R) and Hotel Indigo(R), and also manages the world's largest hotel loyalty program, Priority Club(R) Rewards with over 37 million members worldwide.

The company pioneered the travel industry's first collaborative response to environmental issues as founder of the International Hotels and Environment Initiative (IHEI). The IHEI formed the foundations of the Tourism Partnership launched by the International Business Leaders Forum in 2004, of which IHG is still a member today. The environment and local communities remain at the heart of IHG's global corporate responsibility focus.

IHG offers information and online reservations for all its hotel brands at <http://www.ihg.com> and information for the Priority Club Rewards program at <http://www.priorityclub.com>. For the latest news from IHG, visit our online Press Office at <http://www.ihg.com/media>.

About LQ Management LLC

LQ Management L.L.C. is one of the largest operators of limited-service hotels in the United States. Based in Dallas, Texas, the Company operates and provides franchise services to more than 600 hotels in 45 states and Canada under La Quinta Inn and La Quinta Inn & Suites brands. For reservations or more information about La Quinta, please visit <http://www.lq.com>.

Hertz is a registered trademark of Hertz System, Inc

OFFICIAL RULES -- Create Your Own DING! Headline Contest

1. No Purchase Necessary: To enter the contest, visit http://www.southwest.com/ding/what_is_ding.html to download DING!, Click on the contest link within DING! for the official entry form. Include your complete name, address, telephone number, e-mail address, and your DING! Headline. Headline must consist of no more than 150 characters (including spaces). All contest entries/Headlines must be received by March 7, 2008 by 11:59 p.m. CDT. LIMIT: One entry per person. Sponsor not responsible for lost, late, misdirected, damaged, incomplete, or incorrect entries. Entries/Headlines become the property of Sponsor and will not be returned.
2. Judging: Each headline will be judged based on how clever, creative, humorous, and unique it is. In the event of a tie, winner will be selected based on creativity criterion. Headline must be original, of entrant's own writing style and creation. Headline must not have been entered in any other competition or violate the rights of other parties. Headline may not be offensive or defamatory, as determined by the judges. Participant assigns and transfers to Sponsor all rights, title, and interest to the Headline. Winner selection conducted by

Sponsor, whose decision is final. Judging will be conducted on or about March 21, 2008.

3. Prize: Top five (5) Headlines will be awarded prizes and will have their Headline featured in DING!.

Two (2) Grand Prizes will be awarded. Each Grand Prize will consist of a three (3) or four (4) night cruise on Royal Caribbean for two (2) in an oceanview stateroom to your choice of The Bahamas or Mexico. The Approximate Retail Value ("ARV") of each Grand Prize is One Thousand, One Hundred Dollars and No/00 (\$1,100). Actual value of Grand Prize may vary based on the cruise selected by winner. If select cruise includes international travel: Customs and Immigration requires winner/traveler to have certain documents to travel to a foreign country. It is the winner/traveler's sole responsibility to travel with the required documents. No refunds will be made if improper documentation results in denied boarding or entry, and prize will be forfeited. All travel plans for winner and any guest(s) must be made at one (1) time by completing the Winner Booking Form, provided to Winner by Southwest Airlines, within sixty (60) days of accepting the prize. Travel dates are subject to availability and holiday/blackout dates, conventions, and special event periods, and must be completed by April 30, 2009. All travel requests will be fulfilled based on space availability. If winner is unable to travel by date indicated, prize will be forfeited, and an alternate winner may be selected. Prize may not be transferred or assigned except by Sponsor. Winner and guest must comply with age requirements and any other requirements of Royal Caribbean. Winners will be solely responsible for all other expenses not specifically set forth herein that are incurred by winner or any guest(s), including, without limitation, meals, gratuities, souvenirs, travel insurance, taxis, rental car and rental car insurance, and any other incidentals. Unless otherwise expressly included in the specified prize, the following are not included: Port charges, non-commissionable fares, and government fees. Stateroom upgrades. Mileage redemption. Shore excursions, gratuities, alcoholic beverages, and any other personal expense. In-cruise-to-ground telephone calls. Merchandise or souvenirs. Ground transfers. Transportation to and from the cruise departure city. Any item not expressly included in the Prize Details listed above. No refunds or credit changes are allowed. If lost, will not be replaced. Credit for previous purchases is not permitted. All cruises are subject to the vagaries of cruise variation, work stoppages, and schedule or route changes. In addition, winner and guest(s) are responsible for any federal, state, and local tax consequences and for compliance with all governmental reporting and payment requirements.

Two (2) First Place Prizes will be awarded. Each First Place Prize will consist of two (2) Southwest Airlines roundtrip tickets to anywhere in the continental United States on published, scheduled service operated by Southwest Airlines. (Subject to Southwest Airlines terms and conditions; certain restrictions may apply.), a two (2) night hotel stay from Holiday Inn or La Quinta Inn and Suites based solely on Sponsors discretion, and a free weekend rental car from Hertz. The Approximate Retail Value ("ARV") of each First Place Prize is One Thousand, Twenty-Five Dollars and No/00 (\$1,025). Actual value of First Place Prizes may vary based on the options selected by winner.

Hertz(R) rental car is valid for pickup through April 30, 2009 at Hertz(R) corporate and participating licensee locations in the continental U.S. (excluding Alaska). Participating locations are subject to change without notice. All rentals are subject to Hertz standard age, driver's license and credit requirements as well as car

availability at time and place of rental. Charges for taxes, airport fees, vehicle licensing fees, excess mileage, and optional refueling service, collision damage waiver (CDW), personal accident insurance (PAI), personal effects coverage (PEC), drop off or other service charges are not included and must be paid for by the customer. Certificates valid for free weekend days do not require a minimum rental period and may be redeemed on rentals commencing between Thursday noon and Sunday noon with car return by 11:59 PM the following Monday. If the car is kept beyond Monday, higher daily rates may apply. If a vehicle of a higher car class than the certificate entitlement is chosen, any differential in rates is the responsibility of the renter. The certificate provided will be deemed fully used once a rental has commenced and has no refundable cash value. The certificate provided may not be combined or used in conjunction with other certificates, tour rates, or any other special Hertz(R) discount or promotion.

Holiday Inn hotel stay is for two (2) complimentary nights at any Holiday Inn(R) hotel in the United States, Canada, or Mexico. While every effort will be made to accommodate your first choice, please keep in mind that due to availability it may be necessary to go with your second or third choice. Travel must be completed by April 30, 2009. Valid on standard room type, rooms subject to availability and blackout dates may apply.

La Quinta Inn and Suites hotel stay is for two (2) complimentary nights and can be used at any one of the 625+ La Quinta locations nationwide. Travel must be completed by April 30, 2009. Your stay will include Free Breakfast and Free High Speed Internet. Free nights are subject to limited availability, and advance reservations are required. Call 1.800.531.5900. A reservations agent will inform you of free night availability at the time of your reservation. Make reservations as far in advance as possible, mention the Free Night Certificate and obtain a confirmation number, which should be written on your certificate before presenting it at any La Quinta Inns or La Quinta Inn & Suites location. Free Night Certificates are not applicable for Internet reservations. Presentation of Certificate: Present certificate at check-in. Each certificate is valid for one night in a standard room including taxes, based on availability. Room types vary by location. You may reserve a premium room by paying the difference in rate and incremental tax. One original certificate is required per room, per night; copies are not accepted. Free Night Certificates used do not count towards La Quinta Returns points for any given stay.

One (1) Second Place Prize will be awarded. Second Place Prize will consist of a \$500 southwestgiftcard(TM) sponsored by Chase Card Services, a division of JPMorgan Chase & Co. [NYSE: JPM]. A southwestgiftcard can only be used for Passenger travel on Southwest Airlines or for flights on codeshare partners purchased through Southwest Airlines, excluding Southwest Airlines Group Tickets. A southwestgiftcard has no expiration date. A southwestgiftcard is fully transferrable. A southwestgiftcard is not valid for the purchase of Southwest Airlines Vacations' Packages, Cargo, Hotel, Rental Car, Cruise, Southwest Airlines Merchandise, Southwest Airlines Group Tickets, or additional southwestgiftcards. A southwestgiftcard will not be redeemed or exchanged for cash, check or credit except where required by law. A southwestgiftcard may be redeemed at southwest.com, through Southwest Airlines Reservations, and at Southwest Airlines Ticket Counter locations. Sales tax, Security Fees, Passenger Facilities Charges, Drink Coupon Books, and oversized or excess baggage may be paid for with a southwestgiftcard. A southwestgiftcard is not replaceable if lost, stolen, or destroyed. A southwestgiftcard is VOID if altered or obtained fraudulently. A southwestgiftcard is not a

credit or debit card and has no implied warranties. Each purchase is deducted from the balance of the card. If the ticket price is greater than the value of the southwestgiftcard, the difference may be paid with a credit card and/or available Ticketless Travel(SM) Funds. In addition, cash, check, Southwest Airlines Travel Vouchers, paper Gift Certificates, or Tokens of LUV can be used for the remaining balance at airport locations only. If the ticket price is less than the value of the southwestgiftcard, the balance will remain on the card until it is decreased to zero, at which time the card will be deactivated. Southwest Airlines reserves the right, and holder or purchaser of the card agrees that Southwest Airlines may at any time change the terms of the program or contract with another third party to administer the southwestgiftcard program. Up to four southwestgiftcards can be applied toward one reservation. A southwestgiftcard cannot be redeemed through a Travel Agency. A southwestgiftcard may not be resold by any unlicensed vendor under penalty of law; unlawful resale or attempted resale is grounds for seizure and cancellation without compensation. A southwestgiftcard redeemed for travel is not refundable and will be held as travel funds if travel is not taken. All held travel funds must be used and travel taken within 12 months of the original reservation date.

No substitutions, cash equivalents, or transfers of prizes permitted, except at the sole discretion of Sponsor.

4. Eligibility: Open only to legal residents of the United States 21 years of age or older as of February 27, 2008. Contest open to amateur writers only. Professional writers (persons who have been paid for their writing in the past one year) are not eligible. All Employees of Sponsor, its parent, affiliates and subsidiaries, and the immediate families and household members of each are not eligible to win. By submitting an entry and Headline, participant agrees to be bound by these Official Rules. Sponsor and their promotional and advertising agencies shall have no liability and shall be released and held harmless by participant(s) for any damage, loss, or liability to person or property, due in whole or part, directly or indirectly, by reason of the acceptance, possession, or use or misuse of prize or participation, nor are they responsible for printing or typographical errors in any contest-related materials. Claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this contest, but in no event attorney's fees. Offer void where prohibited and subject to federal, state, and local laws.
5. To Claim Prize: The winners only will be notified by certified mail and will be required to complete and sign affidavits of eligibility and liability releases and, where legal, publicity releases, which must be returned within seven (7) business days after prize notification, or the prize will be forfeited and awarded to an alternate winner. If the prize notification letter is returned undeliverable or unclaimed, the prize will be awarded to an alternate winner. Prize winners' guests or, if minor(s), their parent(s)/legal guardian(s), must execute liability releases and, where legal, publicity releases prior to the issuance of travel documents. Unclaimed or undeliverable prizes will be forfeited and awarded to an alternate winner. The prizes are guaranteed to be awarded. Acceptance of the prize constitutes permission (except where prohibited) to use the winners' names, hometowns, and likenesses for purposes of advertising, promotion, and publicity in any media without additional compensation, unless prohibited by law.
6. Limitation of Liability: The winners are solely responsible for payment of all federal, state, and local taxes on prize and for any travel or

other expenses not specifically mentioned in prize or description.
Sponsor reserves the right to cancel or modify the contest if fraud or technical failure compromises the integrity of the contest as determined by Sponsor in its sole discretion.

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

<http://www.southwest.com>

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