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# Southwest Airlines Says Relax! With the New Advertising Campaign for Hispanic Markets

## Southwest Airlines launches new ad campaign to promote hassle free traveling

DALLAS, June 4 /PRNewswire-FirstCall/ -- With an innovative and comic twist, Southwest Airlines today launches a new ad campaign for the Hispanic Market titled "Relax!" These radio and television ads will air tonight and all through out summer in Hispanic Media from coast to coast. The ads reinforce Southwest's message of affordable, friendly, and worry-free travel. To access them click: <http://redcar.wiredrive.com/r/p/?presentation=00e2e6606d2fba995ec1149b19e6d678>

"At Southwest Airlines we always want to show you the respect you deserve. We try our best to make the customer feel welcome, like part of our family," said Jena Atchison, Segment Marketing Manager for Southwest Airlines. "Whether it's to see people you're doing business with or people that are family, travel is more than just getting from point A to point B."

These ads will run on Univision, Telemundo, and Azteca among others Spanish networks, and will present various funny, yet real, situations that every traveler faces before taking a vacation. The title "Relax!" exemplifies how Southwest Airlines understands the difficulties travelers may have before a vacation and how it can create a better environment so that Customers can start a great relaxing journey. The campaign was created by the Hispanic advertising agency Dieste, Harmel and Partners.

After 37 years of service, Southwest Airlines, the nation's leading low-fare carrier, continues to differentiate itself from other airlines-offering a reliable product with exemplary Customer Service. Southwest Airlines is the most productive airline in the sky and offers Customers a comfortable traveling experience.

Southwest offers a very comfortable ride with premium all leather seats and plenty of legroom with a young, all-Boeing 737 fleet. Southwest recently updated its gate areas and improved its boarding procedure to make flying Southwest even more convenient and simple. Also, fees don't fly with us, No first or second checked bag fees, no change fees, no fuel surcharges, no snacks fees, no aisle or window seat fees, no curbside check-in fees, no phone reservations fees.

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 33,000 Employees system wide.

<http://www.southwest.com/vamonos>

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