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Southwest Airlines Proud to be the Official Airline of the State Farm Bayou Classic

Southwest Airlines celebrates being part of the most legendary Black College Football event.

DALLAS, Nov. 24 /PRNewswire-FirstCall/ -- The legendary rivalry between Grambling State University and Southern University is showcased at the State Farm Bayou Classic, and Southwest Airlines is celebrating as the Classic's official airline. This powerful "Clash of the Titans" will determine the best Black College football team at the Louisiana Superdome, November 29.

"Southwest Airlines is proud of the sportsmanship demonstrated in this legendary game," said Jena Atchison, Southwest Airlines manager of segment marketing. "As the top airline in the United States, we are committed to excellence; and the State Farm Bayou Classic is an outstanding demonstration of high standards from the best of Black College football."

Southwest Airlines has partnered with the Bickerstaff Group for the last eight years as part of our commitment to historically black colleges and universities. The airline has also supported civic organizations such as the National Association of Colored People (NAACP), Urban League and the National Black Chamber of Commerce as part of its dedication to the African American communities.

"The State Farm Bayou Classic and the Bickerstaff Group are thankful to Southwest Airlines for their support over the last eight years," said Cydni Bickerstaff, President of the Bickerstaff Group. "They have been instrumental to the success of the event and we appreciate all they have done to support us. We are proud to have Southwest as a sponsor and we hope the partnership will continue for many years to come."

After 37 years of service, Southwest Airlines continues to differentiate itself from other low fare carriers -- 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 all premium 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 convenient and simple. Southwest Airlines (NYSE: LUV), the nation's largest carrier in terms of domestic passengers enplaned, currently serves 64 (soon to be 65 with the addition of MSP in March 2009) 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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