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# Southwest Airlines Launches New Ad Campaign to Commemorate Black History Month

DALLAS, Jan. 19 /PRNewswire-FirstCall/ -- "With the Power of an Education, the Sky is the Limit" is the new Southwest Airlines advertising campaign launched today in print, radio, and the internet to celebrate Black History Month. Southwest also created a link where Customers can learn more about the educational organizations the airline supports at [www.southwest.com/blackhistory](http://www.southwest.com/blackhistory).

"For more than 30 years, Southwest Airlines has been committed to education and the creation of new opportunities in our communities," said Marian Thompson, Southwest Airlines segment marketing specialist. "Black History month is not just a 30 day celebration at Southwest; it's an all year pledge to our core values." That's why we celebrate Black History all year round by supporting the potential of tomorrow's leaders through education related partnerships.

Southwest Airlines' long heritage of serving the African American community stems from the Company's commitment to diversity at all levels. With more than 30 community based organizations as partners, an active Corporate Community Affairs department, and a diverse workforce, Southwest Airlines empowers its message with true action.

Ads will run in several mediums, including Ebony, Essence and Black Enterprise, with a portrait of a young African American student dreaming of a bright future. To see the ad link to:

[http://www.southwest.com/images/swamedia/0109\\_blackhistorymonth.jpg](http://www.southwest.com/images/swamedia/0109_blackhistorymonth.jpg)

The title "The Sky is the Limit" exemplifies how Southwest Airlines understands how dreams can be accomplished through education. The campaign was created by Austin based agency, GSD & M, Idea City.

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. Southwest has 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 3,200 flights a day and has more than 35,000 Employees system wide.

[www.southwest.com/blackhistory](http://www.southwest.com/blackhistory)

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