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# Southwest Airlines Launches New Advertising Campaign

*Airline Invites Customers to 'Grab Your Bag. It's On.'*

DALLAS, June 1 /PRNewswire-FirstCall/ -- Southwest Airlines launched a new advertising campaign today encouraging Customers to continue traveling despite the current economy. The timely campaign inspires consumers to move forward, get back out there, and keep flying to the important events and people in their lives with the tagline "Grab Your Bag. It's On." To view one of the new commercials and a "behind the scenes" look at the making of the commercials, visit [www.blogsouthwest.com](http://www.blogsouthwest.com).

"The People of Southwest Airlines know good value and great service are vital to our Customers," said Southwest's Vice President of Marketing, Sales, and Distribution Kevin Krone. "Life must go on even in this tough economic environment, and our campaign invites Customers to enjoy travel this summer."

Southwest Airlines Chairman, President, and CEO Gary Kelly, along with Southwest Employees and Customers, are featured in the commercials. The campaign also includes print, radio, online, and in-airport components which are scheduled to run through August 2009.

After almost 38 years of service, Southwest Airlines, the nation's leading low-fare carrier, is the most productive airline in the sky and offers Customers a comfortable traveling experience. Southwest offers all premium leather seats and plenty of legroom with a young all-Boeing 737 fleet. Southwest Airlines (NYSE: LUV) currently serves 65 cities in 33 states, with service beginning to New York LaGuardia, Boston Logan, and Milwaukee later this year. Based in Dallas, Southwest currently operates more than 3,300 flights a day and has more than 35,000 Employees systemwide.

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

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