

June 5, 2009



# Are You Ready to Meet Mr. Destination?

## Southwest Airlines Presents Mr. Destination, Your Ultimate Travel Companion

DALLAS--(BUSINESS WIRE)-- The word "destination" has a double meaning in Spanish - it can describe a travel destination or your future. For [Southwest Airlines](#), destination is more than just a word, it is the friend who is watching out for you, your business, and never lets you miss an opportunity. In the spirit of this innovative concept, Southwest Airlines launched today "Mr. Destination," its summer Hispanic ad campaign that will be featured on television, radio and online. The ads reinforce Southwest's strength in offering dependable and affordable, worry-free travel.

"Mr. Destination is your ultimate travel companion, who doesn't let you miss the significant things in life, like the big business deal or seeing your family enjoy a summer vacation," said Monica Gattoni, senior manager of advertising for [Southwest Airlines](#). "[Southwest Airlines](#) is Mr. Destination, making travel possible by offering the lowest fare and exceptional Customer service for which we are known. We make your destination the ultimate travel experience."

The Mr. Destination campaign will run on Univision, Telemundo, Azteca, Galavision, CNN Espanol, ESPN Sports, national Hispanic radio stations and internet portals like Univision.com. The campaign will introduce Mr. Destination, a personification of the importance of travel. Mr. Destination will show our Customers how they missed the important business deal or their family's vacation by not traveling this summer. The main role of Mr. Destination is to remind our Customers that travel is an essential part of summer.

The original concept and ad production was created by Dallas-based Hispanic ad agency, Dieste. Dieste has been the Hispanic agency of record for more than 10 years for Southwest Airlines.

After almost 38 years of service, Southwest Airlines, the nations 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/destino](http://www.southwest.com/destino)

Source: Southwest Airlines