

October 20, 2009



# Southwest Airlines Hosts Travel Guide VIP Photo Contest

## Submit your 'Vacation Inspiring Photos' for a chance to win

DALLAS, Oct. 20 /PRNewswire-FirstCall/ -- Can a picture inspire a vacation? Southwest Airlines thinks it can! Southwest Airlines is looking for your "Vacation Inspiring Photos," or VIPs - original, jaw dropping, grab-your-bags-right-now-because-It's-On! photos to feature on the Southwest Airlines Travel Guide.

"There are times when you see a picture of a beautiful landscape, a charming cafe, or the bright lights of a big city, and it makes you just want to pack your bags and go," said Athena Halton, Southwest Airlines Online Marketing Specialist. "We're looking for those VIPs, or Vacation Inspiring Photos, and we've got great prizes for the best of the best."

From October 20, 2009, through November 13, 2009, Customers can submit travel photos via the Southwest Airlines Travel Guide. Each week, the airline will select one winning photo and the winner will receive a new digital Kodak camera. One Grand Prize winner will receive two roundtrip tickets on Southwest Airlines and have his or her photo featured in the airline's onboard magazine, *Spirit*.

### *To Enter:*

- Visit <http://www.southwest.com/vipcontest/> and create a Travel Guide profile.
- Add a Trip titled "(insert city name) has VIPs!" For Example: "DENVER has VIPs!"
- Enter the appropriate destination city name
- Upload your photo
- Title the photo "VIP Contest - (insert title of photo)." For Example: "VIP Contest--Rocky Mountains"

### *About Travel Guide*

Travel Guide offers Southwest Airlines' Customers insights, tips, and unbiased opinions from a vast network of other travelers within a friendly and relaxed community built on unscripted traveler dialogue. Customers can utilize the site for pre-trip planning or as an outlet to share travel knowledge by posting photos, videos, ratings, and written reviews either during or after their trip. The Guide also includes some hints and tips from the best travel experts we know--our own Southwest Airlines' Employees! Customers can create their own Travel Guide profile and search for information on their favorite vacation spots by desired destination, activity, or theme.

### *About Southwest Airlines*

After 38 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 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 67 cities in 34 states (soon to be 68 with Milwaukee service beginning Nov. 1, 2009). Based in Dallas, Southwest currently operates more than 3,200 flights a day and has more than 35,000 Employees systemwide.

## CONTEST RULES

### Southwest Airlines Travel Guide's "Vacation Inspiring Photo(s)" Contest

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. VOID WHERE PROHIBITED.

#### How to Enter the Contest

##### 1. Submission Format:

Southwest Airlines "My Vacation Inspiring Photo(s)" ("Contest") will begin on or around 12 a.m. CT on Monday, October 20, 2009, and will end on or around 4 p.m. CT on Wednesday, November 13th, 2009.

- Visit [southwest.com/travelguide](http://southwest.com/travelguide) and create a Travel Guide profile.
- Add a new Trip to your Travel Guide profile:
- Title your Trip: (Insert City Name) has VIPs! (Ex. Dallas has VIPs!)
- Enter the appropriate destination
- Upload a photo: Submit a Vacation Inspiring Photo(s)
  - (Required format: photo must be submitted as a 528x193 jpg)
- Title your photo: "VIP Contest -(insert title of photo)". (Ex. "VIP Contest--Rocky Mountains")

All entries submitted become the sole property of Southwest Airlines and will not be acknowledged or returned. Proof of submission of an entry shall not be deemed proof of receipt by Southwest. Southwest Airlines computer is the official time keeping device for the contest. Southwest is not responsible for entries not received due to difficulty accessing the Internet, service outage or delays, computer difficulties, or other technological glitches.

##### 2. Eligibility Restrictions

a. The contest is open to legal residents of the 48 contiguous state who are 18 years of age or older as of October 19, 2009. Employees of Southwest Airlines have to be in good standing and on the payroll as of October 19, 2009.

b. Only one winner per household is permitted.

c. Entrants are required to provide truthful information and Southwest will reject and delete any entry that it discovers to be false or fraudulent. Southwest Airlines will disqualify any entry from individuals who do not meet the eligibility requirements

##### 3. Vacation Inspiring Photos--"Helpful Hints"

- Ask yourself, "Does this photo remind me that it's been too long since I had a vacation?"

- Focus on showing photos with scenery in the background. (e.g., beautiful photos of city landmarks)
- Avoid images taken inside a building and with large groups of people.
- Inappropriate photos will not be posted or entered for judging

#### 4. Prizes:

a. One (1) Grand Prize winner will receive the following: 1) A full page placement of his/her winning photo in our Southwest Airlines *Spirit* magazine (2010 issue; month TBD), 2) Winning photo showcased within *southwest.com* Travel Guide (on the appropriate destination page), and 3) Two green passes for travel to any of our Southwest Airlines destinations. (Approximate Retail Value ("ARV"): \$1,000) Certain travel restrictions may apply. Travel arrangements must be made through Southwest Airlines. No prize substitutions, cash equivalent, or transfer of prizes permitted except at the sole discretion of Southwest Airlines. All other costs not specifically stated herein, including, but not limited to, taxes, meals, tips, and ground transportation, are the responsibility of the winner. Taxes are solely the responsibility of the winner. Winner and travel companion must travel on the same itinerary and are responsible for obtaining all required travel documents. In addition, travel companion of Winner must be 18 years of age or older. Winner and travel companion are responsible for obtaining travel insurance (and all other forms of insurance) where applicable, at their option, and hereby acknowledge that Southwest Airlines has not and will not obtain or provide travel insurance or any other form of insurance. Tickets are subject to terms and conditions as specified by Southwest Airlines. (Should the Grand Prize Winner be an Employee of Southwest Airlines, then he/she will be awarded two blue passes in exchange for the two green passes.) Southwest Airlines reserve the right to remove or to deny entry to winner and/or guest if he/she engages in a disruptive manner, or with intent to annoy, abuse, threaten, or harass any other person.

b. Four (4) First Prize Weekly Winners will receive a Kodak digital camera. (Approximate Retail Value: \$200)

c. In the event that a prize or prize certificate is mailed to the Winner, it will be with the prior written consent of the Winner and therefore, Winner assumes the risk of its loss. Southwest Airlines is not responsible for the safe arrival of a prize or prize certificate.

#### 5. Selection of Winners

Decisions of Southwest Airlines management with respect to the Contest are final.

a. The top five Vacation Inspiring Photo(s) Winners will be selected by a Southwest Airlines panel of judges from the Marketing/Communications Department to determine the most inspiring vacation photo. All submissions will be judged on the following: Created Travel Guide Profile (33%), Quality of photo submitted with required formatting sizes met (33%) and Photo submitted is deemed a Vacation Inspiring Photo (33%).

b. Winners must execute and return any required affidavit of eligibility and/or liability/publicity release within ten (10) days of notification attempt or prize will be forfeited and an alternate Winner may be chosen. If a potential Winner cannot be contacted, fails to sign and return the required affidavit of eligibility and liability/publicity release within the required time period, or if a prize or prize notification is returned as undeliverable, potential Winner forfeits prize.

#### 6. Conditions

- a. By participating in the contest, the Winner or Winners agree to have their name, voice, or likeness used in any advertising or broadcasting material relating to this contest without additional financial or other compensation, unless prohibited by law and, where legal, to sign a publicity release confirming such consent prior to acceptance of the prize.
- b. Prior to awarding any prize or prize certificate, Southwest Airlines in its sole discretion may require contest Winners (and their travel companions, if any) to sign a liability release, agreeing to hold Southwest Airlines and its Officers, Shareholders, Directors, Employees, Agents and Representatives harmless against any and all claims or liability arising directly or indirectly from the prize or participation in the Contest.
- c. Southwest Airlines, in its sole discretion, reserves the right to disqualify any person tampering with the entry process or the operation of Southwest Airlines web site or who is otherwise in violation of the rules. It further reserves the right to cancel, terminate, or modify the contest if it is not capable of completion as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, or technical failures of any sort.
- d. Southwest Airlines reserve the right to make changes in the rules of the Contest, including the substitution of a prize or equivalent value, which will become effective upon announcement. If due to circumstances beyond the control of Southwest Airlines, any competition or prize-related event is delayed, rescheduled, postponed or cancelled. Southwest Airlines reserves the right, but not the obligation, to cancel or modify the contest and shall not be required to award a substitute prize.
- e. Southwest Airlines is not responsible for typographical or other errors in the printing, the offering or the administration of the Contest, or in the announcement of a prize.
- f. Copies of the written Contest rules and a list of Winners (when complete) are available during regular business hours at Southwest Airlines Online Marketing 2702 Love Field Dr. Dallas, TX 75235

SOURCE Southwest Airlines