

October 28, 2009



# **Southwest Airlines Teams Up With the Denver Nuggets as the Official Airline Sponsor**

## **Carrier Signs Two-Year Agreement**

DENVER, Oct. 28 /PRNewswire-FirstCall/ -- Southwest Airlines announced today that the carrier has renewed its relationship as the official sponsor of the National Basketball Association's (NBA's) Denver Nuggets. The sponsorship will include in-arena signage, promotions, contests, and more during Nuggets home games. Southwest has been the official airline sponsor of the Nuggets since the 2008/2009 season.

To celebrate the continued relationship, Southwest will host a "Bags Fly Free" event outside of the Pepsi Center tonight to help tip-off opening night of the season. The first 40 fans to arrive at the tent and say "Bags Fly Free only on Southwest Airlines" will enter a chance to win tickets to the Nuggets game and roundtrip tickets on Southwest Airlines.

"Denverites are passionate about their hometown Nuggets, and Southwest Airlines is passionate about Denver," said Southwest Airlines Vice President of Marketing, Sales, and Distribution Kevin Krone. "We're excited to see all that this partnership will bring to our valued Customers and to Nuggets fans!"

"The Denver Nuggets are extremely proud to partner with a best-in-class brand like Southwest Airlines," said Executive Vice President of KSE, Paul Andrews. "We are committed to supporting the successful climb Southwest Airlines has accomplished in this market and look forward to strengthening their position as an industry leader."

In addition to in-arena signage, the sponsorship will include advertising rights, halftime promotions with chances to win roundtrip tickets on Southwest Airlines, and Rapid Rewards frequent flyer incentives to Nuggets fans.

Southwest Airlines began service to Denver on January 3, 2006, with 13 daily nonstop departures to three destinations. The airline currently operates 112 daily nonstop flights from the Mile High City, making Denver the fastest growing city in the Company's history. Last month, Southwest announced that the carrier will begin new nonstop service between Denver and Boston Logan; Denver and Spokane; and Denver and Reno/Tahoe in January 2010. With previously announced service, Southwest will operate 127 daily nonstop flights from Denver to 43 cities by May 2010.

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 (Southwest will add a 68th city, Milwaukee, November 1, 2009). Based in Dallas, Southwest currently operates more than 3,200 flights a day and has nearly 35,000 Employees systemwide.

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

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