

September 24, 2024



# SOUTHWEST AIRLINES CELEBRATES THE 30TH ANNIVERSARY OF THE ICONIC TELEVISION SHOW FRIENDS BY OFFERING UP TO 30% OFF BASE FARES

DALLAS, Sept. 24, 2024 /PRNewswire/ -- [Southwest Airlines Co.](#) (NYSE: LUV) announced today a partnership with Warner Bros. to celebrate 30 years of the beloved television series FRIENDS®. This monthlong celebration brings special offerings to Southwest® Customers, including a FRIENDS-themed fare sale, fan-favorite episodes on the Inflight Entertainment Portal to stream for free<sup>1</sup>, and a Surprise & Delight flight with trivia and show-themed giveaways.

"This FRIENDS-themed fare sale is for everyone—whether you're 'on a break' and flying solo or have a special 'lobster' you're flying with and want to book another getaway," said [Jennifer Bridie](#), Vice President of Marketing at Southwest Airlines. "Our flexible policies, such as no change or cancel fees<sup>2</sup>, allow our Customers to 'pivot' their plans, and we'll be 'there for you' to help you book your next trip ...The One Where You Fly Southwest."

## Could we be any more excited? Up to 30% Off Base Fares

Southwest Customers and their friends can book their next getaway on [Southwest.com](#) with up to 30% off base fares by using promo code **FRIENDS**. The discount is valid for travel between Oct. 24, 2024, and Jan. 31, 2025, and flights must be booked by Sept. 26, 2024.<sup>3</sup> Visit [Southwest.com](#) to view the full terms and conditions.

## Inflight Entertainment that's *There For You*

Southwest Customers can "pivot" to the special **Celebrating 30 Years of FRIENDS On Demand Channel** in the Southwest Inflight Entertainment Portal to enjoy new episodes for free, including fan-favorite episodes like "The One With Rachel's Other Sister" and "The One With The Late Thanksgiving."

## Southwest Flight #4437, "How YOU doin'!?"

Customers onboard a recent Southwest flight from Dallas (Love Field) to Burbank, Calif., were among the lucky "friends" on a fun Surprise & Delight flight to celebrate the 30th anniversary of the beloved series. Southwest Employees hosted FRIENDS-themed trivia in the gate area and onboard the flight with prizes, including commemorative 30<sup>th</sup>-anniversary coffee table books and Warner Bros. Studio tours. Each Customer on the flight received FRIENDS giveaways of scarves, pins, and Central Perk aprons. Upon arrival in Burbank, Customers were encouraged to visit the Warner Bros. Studio Tour Hollywood to experience a free pop-up that offers fans an up-close look at some of the costumes and most memorable moments in FRIENDS history.

Nearly 30 years after its debut in 1994, FRIENDS remains one of television's most beloved series. It is one of the highest-rated shows on television in its original network run, and the

series remains a perennial go-to in syndication and on streaming services such as Max. A favorite among critics and fans alike throughout its 10-season run, FRIENDS not only won the Emmy® for Outstanding Comedy Series but also garnered Emmy® Awards for series stars Jennifer Aniston and Lisa Kudrow. From Warner Bros. Television, FRIENDS follows the lives and loves of a close-knit group of friends living in New York City: siblings Ross (David Schwimmer) and Monica Geller (Courteney Cox), along with friends Chandler Bing (Matthew Perry), Phoebe Buffay (Lisa Kudrow), Joey Tribbiani (Matt LeBlanc), and Rachel Green (Jennifer Aniston). FRIENDS was created by David Crane and Marta Kauffman, who executive produced the series with Kevin Bright through Bright/Kauffman/Crane Productions in association with Warner Bros. Television.

#### **ABOUT SOUTHWEST AIRLINES CO.**

[Southwest Airlines Co.](#) operates one of the world's most admired and awarded airlines, offering its one-of-a-kind value and Hospitality at 117 airports across 11 countries. Southwest took flight in 1971 to democratize the sky through friendly, reliable, and low-cost air travel and now carries more air travelers flying nonstop within the United States than any other airline<sup>4</sup>. Based in Dallas and famous for an Employee-first corporate Culture, Southwest maintains an unprecedented record of no involuntary furloughs or layoffs in its history. By empowering its more than 74,000<sup>5</sup> People to deliver unparalleled Hospitality, the maverick airline cherishes a passionate loyalty among more than 137 million Customers carried in 2023. That formula for success brought industry-leading prosperity and 47 consecutive years<sup>6</sup> of profitability for Southwest Shareholders (NYSE: LUV). Southwest leverages a unique legacy and mission to serve communities around the world including harnessing the power of its People and Purpose to put communities at the Heart of its success. Learn more by visiting [Southwest.com/citizenship](#). As the airline with Heart, Southwest has set a goal to work toward achieving net zero carbon emissions by 2050<sup>7</sup>. Southwest has also set near-term targets and a three-pillar strategy to achieve its environmental goals. Learn more by visiting [Southwest.com/planet](#).

<sup>1</sup>Where available. Available only on WiFi-enabled aircraft. Limited-time offer.

<sup>2</sup>Fare difference may apply. Failure to cancel a reservation at least 10 minutes prior to scheduled departure may result in forfeited flight credits.

<sup>3</sup>Up to 30% off promotion code savings is valid for one-way or round trip Wanna Get Away® and Wanna Get Away Plus® fares booked on Southwest.com® from Sept. 24-26, 2024, 11:59 p.m. Pacific Time (the "Booking Period") and flown between Oct. 24, 2024-Jan. 31, 2025 (the "Travel Period"). Interisland Hawaii travel and Orange County (SNA) travel excluded. Continental U.S. travel is blacked out Nov. 22-27, Nov. 29-Dec. 2, Dec. 20-23, Dec. 26-29, 2024, Jan. 2, Jan. 4-5, and Feb. 17, 2025. Travel to international/Hawaii/Puerto Rico is blacked out Nov. 21-25, 2024 and Dec. 18, 2024-Jan. 7, 2025. Travel from international/Hawaii/Puerto Rico is blacked out Nov. 29-Dec. 3, 2024 and Dec. 18, 2024-Jan. 7, 2025. Promotion code savings are applied before government taxes and fees. Enter promotion code **FRIENDS** in the Promo Code box when booking during the Booking Period. Seats, days, and markets are limited. If you have entered the promotion code **FRIENDS** in the Promo Code box on Southwest.com or swabiz.com during the Booking Period, then while selecting your flights, savings in the base fare will be visible as a strike-through of the original fare on eligible flights. Discount availability may vary by destination, flight, and day of the week, and won't be available on some flights that operate during very busy travel times and holiday periods. Please note that the Department of Transportation (DOT) requires advertised fares to include all government taxes and fees; however, this promotion applies to the base fare only.

Discount is valid on new reservations only. Discount will apply only for select flights booked within the Booking Period while supplies last for travel flown within the Travel Period. Fare types that are ineligible for this discount may be lower than the other fares with discount code applied. Changes made to the itinerary after purchase will eliminate qualifications for this promotion and will result in forfeiture of any promotion code savings. The discount is only valid with the provided promotion code and is not combinable with other promotion codes or fares. **All reward travel is subject to taxes, fees, and other government or airport-imposed charges of at least \$5.60 per one-way trip.** Applicable taxes, fees, and other government or airport-imposed charges can vary significantly based on your arrival and departure destination. The payment of any taxes, fees, and other government or airport-imposed charges is the responsibility of the Passenger and must be paid at the time reward travel is booked with a credit card, flight credit, or Southwest® gift card. Fares are subject to change until ticketed. Offer applies only to published, scheduled service.

Offer is not redeemable for cash, and may not be used in conjunction with other special offers, or toward the purchase of a gift card or previously booked flight, or change to a previously booked flight. Discount is only valid on Southwest.com, swabiz.com, and Southwest Partner Services. The discount is not valid on group travel or Southwest Vacations®, through Global Distribution Systems, or special fares, such as military and government fares.

<sup>4</sup>Based on U.S. Dept. of Transportation quarterly Airline Origin & Destination Survey since Q1 2021

<sup>5</sup>Fulltime-equivalent active Employees

<sup>6</sup>1973-2019 annual profitability

<sup>7</sup>Our net zero by 2050 goal includes Scope 1, Scope 2, and Scope 3 Category 3 emissions only and excludes any emissions associated with non-fuel products and services, such as inflight service items.





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