

January 25, 2011



# Nuts About Southwest - Now Even Nuttier!

## Latest Update to Southwest's Blog Brings Fresh New Look

DALLAS, Jan. 25, 2011 /PRNewswire/ --

WHAT: Southwest Airlines introduces a significant upgrade to its award-winning corporate blog, [Nuts About Southwest](#). [Nuts About Southwest](#) began in April 2006 as one of the world's first Company blogs. It was originally launched as a means of giving our Customers a look inside Southwest's Culture and operations by allowing users to interact and build personal relationships with our Employees. Today's enhancements build on that ideology by feeding all of our multimedia tools into one space to enhance our two-way dialogue with Customers.

"The new [Nuts About Southwest](#) offers our online fans even more ways to connect with Southwest Airlines. As we continue to evolve our emerging media strategy and online participation, we considered it imperative to add new features to our blog that reflect the Southwest buzz across the web," said Linda Rutherford, Southwest Airlines Vice President of Communication and Strategic Outreach.

### BLOG UPDATES INCLUDE:

- The Southwest Social Stream, a tool that displays the Southwest Blog Team's web interactions in real time.
- Updated profile system that allows users more ways to connect with one another and to show us where they've been.
- A badge system that awards users based on how they interact on our blog.
- A more streamlined approach to sharing news, video, and Red Belly Radio podcasts.
- Downloads such as iPhone wallpaper, badges, and Southwest's Social Media Guidelines.
- Improved content rating and sharing system.

To schedule an interview with a member of Southwest's social media team, please call 214-792-4847. Satellite interviews are available. Screenshots of the new blog can be downloaded at [www.swamedia.com](http://www.swamedia.com).

### ADDITIONAL INFORMATION:

Through active participation and engagement with online consumers, the airline has amassed more than one million Facebook fans and one million Twitter followers. During the three years for which we have numbers, **Nuts About Southwest** has captured almost three million visitors, with 1.5 million of those visits occurring in 2010. In its 40th year 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 nation's largest carrier in terms of originating domestic passengers boarded, now serving 69 cities in 35

states. Based in Dallas, Southwest currently operates more than 3,100 flights a day and has nearly 35,000 Employees systemwide.

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

SOURCE Southwest Airlines