

July 3, 2012



Southwest Airlines Announces A New Agency Addition To Its Roster

TBWA\Chiat\Day Joins Airline's Other Creative/Advertising Agencies

DALLAS, July 3, 2012 /PRNewswire/ -- [Southwest Airlines](#) (NYSE: LUV) said today it has chosen TBWA\Chiat\Day to join its roster of outside creative agencies that work on the national airline brand. Los Angeles-based TBWA\Chiat\Day will begin work immediately.

"As our business grows, we wanted to proactively add to our strategic and creative agency resources," said Dave Ridley, Southwest's Senior Vice President and Chief Marketing Officer. "TBWA\Chiat\Day has shown through the review process that it will be an effective partner for us as we continue to tell our strong brand story."

TBWA\Chiat\Day joins Southwest's other creative/advertising partners GSD&M, VML, Dieste, and Wunderman. Through the years, Southwest has introduced notable and award-winning campaigns to tout the airline's brand including "Fair Play," "Fee Court," "Good Cop, Bag Cop," and "Wanna Get Away."

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. Southwest serves 73 cities in 38 states and is one of the most honored airlines in the world known for its commitment to the triple bottom line of Performance, People, and Planet. To read more about how Southwest is doing its part to be a good citizen, visit southwest.com/citizenship to read the Southwest Airlines One Report™. Based in Dallas, Southwest currently operates more than 3,400 flights a day and has more than 46,000 Employees systemwide.

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