

December 12, 2012



# Southwest Airlines Announces #12daysofluv Photo Contest!

## LUV Airline Teams with Dr Pepper to Offer Chance at \$1,000 southwestgiftcard® Each Day for 12 Days!

DALLAS, Dec. 12, 2012 /PRNewswire/ -- It's 12/12/12, and the partridge has flown from its pear tree—but in its nest are 12 [southwestgiftcards®](#), each worth \$1,000. The 12 Days of LUV have returned for yet another festive year, and this time Southwest is partnering with Dr Pepper to make this contest truly one-of-a-kind!

Beginning today, the [Southwest Airlines](#) Instagram account ([@SouthwestAir](#)) will ask for a FUN holiday photo each day for 12 days. Each day has a theme, which will be announced at different times during each day, and as in past years, Southwest fans are sure to get creative and crafty with their photos. To be included in the contest, Instagram users must share a picture that deals with the theme of the day, and include the #12daysofluv hashtag. Each day, the Instagram user with the best photo will win one \$1,000 [southwestgiftcard®](#). The 12 themes will be revealed each day on [Instagram](#), [Facebook](#), [Twitter](#), and our award-winning blog, [Nuts About Southwest](#).

Southwest joined Instagram in January 2011, and recently reached more than 30,000 followers. The LUV Airline regularly showcases pictures on Instagram from Customers and Employees, and also features contests and major Company events. To see more details about the "12 Days of LUV" contest, visit [www.southwest.com/12daysofluv](http://www.southwest.com/12daysofluv).

### ABOUT SOUTHWEST AIRLINES CO.

In its 42<sup>nd</sup> year of service, Dallas-based Southwest Airlines (NYSE: LUV) continues to differentiate itself from other carriers with exemplary Customer Service delivered by nearly 46,000 Employees to more than 100 million Customers annually. Southwest is the nation's largest carrier in terms of originating passengers boarded, and including wholly-owned subsidiary, AirTran Airways, operates the largest fleet of Boeing aircraft in the world to serve 97 destinations in 41 states, the District of Columbia, the Commonwealth of Puerto Rico, and six near-international countries. Southwest 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 about how Southwest is doing its part to be a good corporate citizen, visit [southwest.com/citizenship](http://southwest.com/citizenship) to read the Southwest Airlines One Report™.

### Southwest Airlines

From its first flights on June 18, 1971, Southwest Airlines launched an era of unprecedented affordability in air travel quantified by the U.S. Department of Transportation as "The Southwest Effect," a lowering of fares and increase in passenger traffic wherever the carrier serves. On every flight, Southwest offers Customers the first two pieces of checked luggage (weight and size limitations apply) and all ticket changes without additional fees. Southwest's all Boeing fleet consistently offers leather seating and the comfort of full-size cabins, many of

which are equipped with satellite-based WiFi connectivity and a new, eco-friendly cabin interior. With 39 consecutive years of profitability, the People of Southwest operate more than 3,100 flights a day and serve communities around 78 airports in Southwest's network of domestic destinations. Southwest Airlines' frequent flights and low fares are available only at [southwest.com](http://southwest.com).

### AirTran Airways

AirTran Airways, a wholly-owned subsidiary of Southwest Airlines Co., offers coast-to-coast and near-international service with close to 600 flights a day to 54 destinations. The carrier's high-quality product includes assigned seating and Business Class. As Southwest continues to integrate AirTran's People, places, and planes into Southwest Airlines, Customers of both carriers may book flights at [airtran.com](http://airtran.com) and exchange earned loyalty points between both AirTran's A+ Rewards® and Southwest's Rapid Rewards® for reward travel on either airline.

## **"12 Days of LUV" Contest Rules & Regulations**

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

### **1. How to Enter the Contest**

a. Southwest Airlines and Dr Pepper/Seven Up Inc. "12 Days of LUV" ("Contest") will begin on or around 10 a.m. CT on Wednesday, December 12, 2012 and will end on or around 4 p.m. CT on Sunday, December 23, 2012 ("Contest Period"). This Contest consists of 12 daily Contest drawings, one for each day during the Contest Period. Start and end times will vary each day. Customers/any potential entrants will have to follow Southwest Airlines on Instagram® via the handle @SouthwestAir, Facebook via Southwest Airlines page, and/or Twitter via the handle @Southwestair to find out what times the contest will be open for entry each day. The entry period for each day will last a total of six (6) hours.

b. To participate in the Contest, you may enter via the following method:

Submit an Instagram photo based on the photo challenge from that day highlighting a memorable holiday moment while incorporating the Southwest Airlines brand and/or the Dr Pepper brand via the Southwest Airlines Instagram handle @SouthwestAir using the hashtag "#12daysofluv". Entrants may also share all 12 Days of LUV Instagram photos on Twitter® and Facebook®, but will not be judged from those channels. All entries submitted will not be acknowledged or returned. By entering, Entrant grants all Sponsors an irrevocable, perpetual, royalty-free, freely transferable license to use the photo for all purposes, in any and all media, whether now known or hereafter devised. Photos must not be copied. Entries may not violate any third party rights nor use any third-party intellectual property such as logos or background signs. Entrants acknowledge and agree that their entry does not violate any rights of privacy or publicity and that they have the written permission of those appearing in their photo to submit their image. Entries must not disparage; contain material that is inappropriate, indecent, or vulgar; or promote bigotry, racism, hatred or discrimination based on race, gender, religion, sexual orientation. Use of any device to automate entry is prohibited. 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. By entering this Contest, you agree to abide by these Official Rules

and acknowledge that this Contest is in no way sponsored, endorsed, or administered by or associated with Instagram, Twitter or Facebook.

c. One entry per person is permitted per day. Any person found using multiple Instagram, Facebook, and/or Twitter accounts to enter will be found to be ineligible.

## **2. Eligibility Restrictions**

a. The contest is open to all legal residents of the 48 contiguous United States and the District of Columbia who are 18 years of age or older and the age of majority in their place of residence and have a valid e-mail address and an Instagram account as of December 12, 2012. Void in Puerto Rico and where prohibited or restricted by law. The contest is offered only in the United States. Employees of Southwest Airlines, AirTran Airways, Dr Pepper/Seven Up Inc., and the members of their immediate families (spouse and parents, children and siblings and their spouses) and individuals living in the same households of such employees are ineligible to enter or win. The contest is subject to all applicable federal, state, and local laws and regulations.

b. Only one winner per household is permitted in any Contest administered by Southwest Airlines.

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, and Southwest Airlines will also delete any entry received from persons under the age of 13 in compliance with the Children's Online Privacy Protection Act.

## **3. Prizes:**

a. Grand Prize: Twelve (12) **southwestgiftcards®** for a total of \$12,000. Each winner will receive one (1) \$1,000 **southwestgiftcard**.

Certain travel restrictions may apply, and the terms and conditions of the **southwestgiftcard** apply. No prize substitutions, cash equivalent, or transfer of prizes permitted except at the sole discretion of the Sponsors. Prize subject to availability and the Sponsors reserves the right, at its sole discretion, to award a prize of greater or equal value if the advertised prize is unavailable. Taxes are solely the responsibility of the winner.

b. 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. Sponsors are not responsible for the safe arrival of a prize or prize certificate.

## **4. Selection of Winners**

Decisions of judges with respect to the Contest are final. This is a contest of skill. Your chances of winning depend on how well your entry reflects the judging criteria, as compared to the other entries in the contest.

The judges will be judging on the following qualities:

**\*Creativity and Originality: 20%**

**\*Entertaining: 25%**

**\*Southwest and/or Dr Pepper Appeal: 35% photo should reflect fun Culture and Fun-**

## **LUVing Attitude.**

**\*Rules: 20% Read and complied with the official rules.**

- a. The top "12 Days of LUV" submission per day will be selected by a panel of judges from the Corporate Communications Department at Southwest Airlines. You need not be present to win.
- b. Potential winner notification will be made daily by Sponsors via Instagram. The potential winner will be asked to contact Southwest with a given e-mail address provided via comment on the entrant's Instagram entry. Once potential winner and Southwest make e-mail contact, Southwest will provide a photo for the potential winner to upload to the Instagram account the user uploaded the photo with in order to validate their account. Once the validation occurs, potential winners must execute and return any required affidavit of eligibility and/or liability/publicity release in which they agree to hold Sponsor, Dr Pepper/Seven Up Inc., Facebook, and each of their parent, subsidiary and affiliated corporations, and the officers, shareholders, directors, employees, agents and representatives harmless against any and all claims or liability arising directly or indirectly from use or misuse of a prize or participation in the Contest. Affidavits will be mailed or emailed based on the potential winner's preference beginning December 24, 2012. Affidavits must be executed and returned within seven (7) days 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. Upon timely completion of required affidavits and release, winners should expect to receive their prizes in the mail by January 31, 2013.

## **5. Conditions**

- a. Payments of all federal, state and local taxes are solely the responsibility of the winners. Winners may be required to sign an IRS Form W-9 or the equivalent.
- b. By participating in the contest, the 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.
- c. Southwest Airlines and Dr Pepper/Seven Up Inc. are not responsible for lost, stolen, mangled, miss-delivered, postage due, illegible, incomplete or late entries, telephone service outages, delays, busy signals, equipment malfunctions and any other technological difficulties that may prevent an individual from entering or claiming a prize.
- d. Southwest Airlines and Dr Pepper/Seven Up Inc., in their sole discretion, reserve the right to disqualify any person tampering with the entry process, the operation of Southwest Airlines website, or otherwise in violation of the rules. They further reserve 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.
- e. Sponsors reserve the right to make changes in the rules of the Contest, including the substitution of a prize of greater or equivalent value, which will become effective upon announcement.

f. Failure to comply with the Contest rules may result in a contestant's disqualification solely at the discretion of the Sponsor.

g. The Sponsors are 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.

h. Copies of the written Contest rules and a list of winners (when complete) are available during regular business hours at Southwest Airlines, Emerging Media P.O. Box 36611, Dallas, TX 75235-1611. For a winners list, send a self-addressed return envelope, after December 26, 2012. All requests must be received by January 21, 2013.

## **6. Sponsors**

Southwest Airlines Co., Emerging Media, P.O. Box 36611, Dallas, TX 75235-1611 and Dr Pepper/Seven Up, Inc., 5301 Legacy Drive, Plano, TX 75024.

SOURCE Southwest Airlines