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Southwest Airlines And Adams Golf Hit The Links With New Partnership

DALLAS, March 26, 2013 /PRNewswire/ -- As the "Official Airline of Golf Lovers," Southwest Airlines (NYSE:LUV) teed off a series of initiatives building on its commitment to those who love the game of golf. In addition to a new and exciting partnership with Adams Golf, maker of the #1 Hybrids on the PGA Tour, Southwest, the airline where golf bags fly free*, launched www.southwest.com/golf, making it the only airline with a dedicated golf landing page, featuring great fares to popular golf destinations, golf vacation packages, the ability to book tee times at more than 5,000 courses nationwide, and the opportunity to purchase golf merchandise and unique golf experiences using Rapid Rewards points.

In celebration of Southwest as the "Official Airline of Golf Lovers" and the launch of www.southwest.com/golf the airline is offering a golf-themed fare sale. The sale, today through Thursday, March 28, offers special fares between select business and golf destinations. See www.southwest.com/golf for details and rules.

"Southwest connects its Customers to the things that are most important to them in their lives and for many of them, one of those things is the love of the great game of golf," said Dave Ridley, Southwest Airlines' Senior Vice President of Business Development. "We are an airline that never stops looking for a better way; that passion for constant improvement is shared by golfers at all levels."

Southwest's partnership with Adams Golf centers on its sponsorship of Adams PGA Tour staff players who will carry co-branded bags for the rest of the 2013 season. The bags are designed in the signature blue and red colors of the Southwest aircraft livery. In celebration of this partnership, Adams launched the [Easy Million Rapid Rewards Promotion](#). The campaign offers new and current Rapid Rewards Members the chance to win One Million Rapid Rewards points, while also increasing yardage with the latest and greatest Adams equipment.

"Just as Southwest has opened the skies and made air travel accessible to more Customers, Adams has made the game of golf more accessible through their innovative equipment," said Ridley. "Both companies are about growing their respective markets through easy-to-use products and services, creating a natural tie between the two brands."

"Adams' philosophy on creating easy-to-hit golf clubs that promote a fun and friendly experience ties right in with Southwest's mantra, which has led to a top ten ranking on Fortune's Most Admired Companies list," said Scott Blevins, Adams Golf Senior Vice President of Sales and Marketing. "Through Easy Million, our new award-winning SUPER product line will deliver One Million yards of distance gains this year, with Southwest commemorating the milestone by rewarding one lucky winner one million Rapid Rewards Points."

Southwest and Adams Golf debuted their partnership yesterday on the Golf Channel during [Morning Drive](#).

* Subject to 50 lb. weight limit and two free checked baggage allowance.

ABOUT SOUTHWEST AIRLINES CO.

In its 42nd 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 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 40 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.

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 and exchange earned loyalty points between both AirTran's A+ Rewards® and Southwest's Rapid Rewards® for reward travel on either airline.

ABOUT ADAMS GOLF

Adams Golf, maker of the #1 Hybrids on the PGA Tour, offers a complete lineup of innovative, easy-to-hit products for golfers of all skill levels. For more information, please visit www.adamsgolf.com or shop.adamsgolf.com.

www.southwest.com

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