

February 14, 2014



Southwest Airlines Celebrates LUV Day In A Big Way--Customers Coast To Coast Surprised With \$500 SOUTHWESTGIFTCARDS®

Customers Nationwide Can Enter to Win \$1,000 in southwestgiftcards® for LUV Travels

DALLAS, Feb. 14, 2014 /PRNewswire/ -- [Southwest Airlines](#) (NYSE: LUV) is celebrating LUV Day with the gift of travel! The carrier spread the LUV with dozens of Customers across the system by surprising them with \$500 in **southwestgiftcards®**. And as the official LUV Airline, Southwest is making Valentine's Day dreams a reality for its LUVing Customers nationwide! Fans can join the fun by liking the LUV Day video on Facebook to be entered to win \$1,000 in **southwestgiftcards®**. Visit www.blogsouthwest.com/video/celebrating-luv-day-the-southwest-way/ to find out more (see full terms and conditions below).

Unsuspecting Customers were greeted by Southwest Airlines Employees and surprised with the gift of travel, giving them the freedom to fly to any of Southwest's 96 destinations. Whether the Customer was looking to visit a LUVed one or take someone special on a getaway, Southwest is making it possible this Valentine's Day. The **southwestgiftcard®** is easy to redeem online at **southwest.com**, by phone at 1-800- I FLY SWA, or at any Southwest Airlines ticket counter.

Valentine's Day is the perfect time to spread the LUV to Customers! If you are searching for a gift, don't get them something—get them *somewhere*. Happy LUV Day—the Southwest way!

ABOUT SOUTHWEST AIRLINES CO.

In its 43rd year of service, Dallas-based Southwest Airlines (NYSE: LUV) continues to differentiate itself from other carriers with exemplary Customer Service delivered by more than 45,000 Employees to more than 100 million Customers annually. Southwest is the nation's largest carrier in terms of originating domestic passengers boarded, and including wholly-owned subsidiary, AirTran Airways, operates the largest fleet of Boeing aircraft in the world to serve 96 destinations in 41 states, the District of Columbia, the Commonwealth of Puerto Rico, and five near-international countries. Southwest is one of the most honored airlines in the world, known for its triple bottom line approach that takes into account the carrier's performance and productivity, the importance of its People and the communities it serves, and its commitment to efficiency and the planet. The 2012 Southwest Airlines One Report™ can be found at southwest.com/citizenship.

[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, sustainable cabin interior. With 40 consecutive years of profitability, the People of Southwest operate nearly than 3,200 flights a day and serve communities around 89 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 nearly 500 flights a day to 44 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.

LUV Day in a Big Way Sweepstakes Official Rules

Sweepstakes: LUV Day in a Big Way

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 Sweepstakes

a. Southwest Airlines' **LUV Day in a Big Way** ("Sweepstakes") will run for a portion of February 14, 2014. ("Sweepstakes Period").

The Sweepstakes entry period is:

February 14: 8:30 a.m. C.T. until 11:59 p.m. C.T.

During the Sweepstakes entry period potential entrants should "like" the video posted to our Southwest Airlines Fan Page on Facebook® to enter the Sweepstakes and be directed to the official rules on the Nuts About Southwest blog.

b. To participate in the Sweepstakes, you may enter via the following method: "Like" the video posted to our Southwest Airlines Fan Page on Facebook®. All entries submitted will not be acknowledged or returned. 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 Sweepstakes. 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 Sweepstakes, you agree to abide by these Official Rules and acknowledge that this Sweepstakes is in no way sponsored, endorsed, or administered by or associated with Facebook® and you agree to hold Facebook® and each of their parent,

subsidiary and affiliated corporations, and the officers, shareholders, directors, employees, agents and representatives of same harmless against any and all claims or liability arising directly or indirectly from use or misuse of a prize or participation in the Sweepstakes.

c. One "like" per person is permitted for the Sweepstakes entry period. Any person found using multiple Facebook® accounts to enter will be found to be ineligible.

2. Eligibility Restrictions

a. The Sweepstakes is open to all legal residents of the 48 contiguous United States and the District of Columbia, excluding Rhode Island, 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 Facebook® account as of the beginning of any Sweepstakes entry period. Void in Puerto Rico and where prohibited or restricted by law. The Sweepstakes is offered only in the United States. Employees of Southwest Airlines, AirTran Airways, 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 Sweepstakes is subject to all applicable federal, state, and local laws and regulations.

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

c. Entrants are required to provide truthful information and Sponsor will reject and delete any entry that it discovers to be false or fraudulent. Sponsor will disqualify any entry from individuals who do not meet the eligibility requirements, and will also delete any entry received from persons under the age of 13 in compliance with the Children's Online Privacy Protection Act.

3. Prize:

a. Grand Prize: One (1) winner will be awarded ten (10) Southwest Airlines **southwestgiftcard®** in the amount of \$100.00 each; totaling \$1,000. Gift cards are subject to the terms and conditions listed below. The **southwestgiftcard®** may not be sold to a third party. Prize must be accepted as awarded. Total Approximate Prize Value ("APV") of the grand prize is \$1,000.00.

No prize substitutions, or cash equivalent of prize permitted except at the sole discretion of the Sponsor. Prize subject to availability and the Sponsor reserves the right, at its sole discretion, to award a prize of greater or equal value if the advertised prize is unavailable. Taxes and any other costs and expenses associated with the prize are solely the responsibility of the winner.

b. In the event that a prize 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. Sponsor is not responsible for the safe arrival of a prize.

c. **southwestgiftcard®** Terms & Conditions

- i. A **southwest**giftcard is non-refundable.
- ii. A **southwest**giftcard has no expiration date.
- iii. A **southwest**giftcard is fully transferrable.
- iv. A **southwest**giftcard is not replaceable if lost, stolen, or destroyed.
- v. A **southwest**giftcard is VOID if altered or obtained fraudulently.
- vi. A **southwest**giftcard has no value until activated. It is activated after payment clears.
- vii. A **southwest**giftcard is not a credit or debit card and has no implied warranties.
- viii. Southwest Airlines reserves the right, and holder or purchaser of the card agrees that Southwest Airlines may at any time change the terms of the program or contract with another third party to administer the **southwest**giftcard program.
- ix. A **southwest**giftcard may not be resold by any unlicensed vendor under penalty of law; unlawful resale or attempted resale is grounds for seizure and cancellation without compensation.
- x. A **southwest**giftcard can only be used for Passenger travel on Southwest Airlines, excluding Southwest Airlines group tickets.
- xi. A **southwest**giftcard may only be redeemed at **southwest.com**, by calling Southwest Airlines at 1-800-435-9792 (1-800 I FLY SWA) and at Southwest Airlines ticket counter locations.
- xii. A **southwest**giftcard is not valid for the purchase of Southwest Airlines Vacation Packages and Jackpot Deals® packages, cargo, hotel, rental car, Southwest Airlines merchandise, Southwest Airlines group tickets, additional **southwest**giftcards, EarlyBird Check-In, international baggage fees, or in-flight purchases.
- xiii. Domestic oversized and excess baggage, sales tax, security fees, passenger facilities charges, pet fare, and unaccompanied minor service charge may be paid for with a **southwest**giftcard.
- xiv. Each purchase is deducted from the balance of the card. If the ticket price is greater than the value of the **southwest**giftcard, the difference may be paid with a credit card, Southwest LUV voucher and/or available Travel Funds. In addition, cash, and paper gift certificates can be used for the remaining balance at airport locations only. If the ticket price is less than the value of the **southwest**giftcard, the balance will remain on the card until it is decreased to zero, at which time the card will be deactivated.
- xv. Up to four **southwest**giftcards can be applied toward one reservation. Our payment system limits the total form of payments, so, if the balance of the itinerary is more than the amount of all four gift cards, you will only be able to use three of your gift cards so that the balance can be paid with another form of payment that will cover the balance of the reservation (i.e. credit card). The following is our policy in regards to forms of payment: Southwest Airlines accepts up to two unused Ticketless Travel tickets per passenger (are always applied first) and up to four of the following in any combination: **southwest**giftcards, Southwest LUV vouchers, Ticketless Travel funds (left over funds not previously used), and **one** credit card.
- xvi. A **southwest**giftcard will not be redeemed or exchanged for cash, check or credit except where required by federal or applicable state law.
- xvii. A **southwest**giftcard cannot be redeemed through a travel agency.
- xviii. A **southwest**giftcard redeemed for travel is **not refundable**. If travel is not taken, the funds will be held as travel funds with an expiration date. If applied with any other accepted form(s) of payment, the earliest expiration date of all forms of payment applies.
- xix. For any additional questions, call 214-932-0333.

4. Selection of Winner: On or about February 17, 2014 a random drawing from all eligible entries received during the entry period will be conducted by Sponsor. Sponsor's decisions are final on matters relating to this sweepstakes. Prize is guaranteed to be awarded.

Sponsor reserves the right to substitute prize of equal or greater value. Odds of winning depend on the total number of eligible entries received. Potential winner will be notified via either Facebook® or via e-mail. Entrants need not be present to win.

Potential winner notification will be made on or about February 17, 2014, by Sponsor. Potential winner will be asked to contact Southwest via private message on the entrant's Facebook entry. Once a potential winner and Southwest make contact via private message, an e-mail will be sent to the potential winner in order to validate their account. Once the validation occurs, potential winner must execute and return any required affidavit of eligibility and/or liability/publicity release in which they agree to hold Sponsor, Facebook, and each of their parent, subsidiary and affiliated corporations, and the officers, shareholders, directors, employees, agents and representatives of same harmless against any and all claims or liability arising directly or indirectly from use or misuse of a prize or participation in the Sweepstakes. The affidavit will be mailed or emailed based on the potential winner's preference upon account validation and 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, is unable to validate their account, 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 and the prize will be awarded to an alternate winner. Upon timely completion and return of required affidavit and release, winner should expect to receive their prize in the mail within two weeks.

5. Conditions

- a. Payments of all federal, state and local taxes are solely the responsibility of the winner. Winner may be required to sign an IRS Form W-9 or the equivalent.
- b. By participating in the Sweepstakes, the winner agrees to have their name, voice, or likeness used in any advertising or broadcasting material relating to this Sweepstakes, including the Winner's information, 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 is 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. Sponsor in its sole discretion, reserves 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 Sweepstakes 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. Sponsor reserves the right to make changes in the rules of the Sweepstakes, including the substitution of a prize of greater or equivalent value, which will become effective upon announcement.
- f. Failure to comply with the Sweepstakes rules may result in an entrant's disqualification solely at the discretion of the Sponsor.
- g. The Sponsor is not responsible for typographical or other errors in the printing, the offering or the administration of the Sweepstakes, or in the announcement of a prize.
- h. Copies of the written Sweepstakes rules and a list of winner (when complete) are available during regular business hours at Southwest Airlines, Emerging Media P.O. Box 36611, Dallas, TX 75235-1611. For a winner list, send a self-addressed return envelope, after February 17, 2014 All requests must be received by March 14, 2014.

6. Sponsor

Southwest Airlines Co., Emerging Media, P.O. Box 36611, Dallas, TX 75235-1611.

SOURCE Southwest Airlines