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# Southwest Airlines® And Adams Golf® Tee-Up The Ultimate Golf Course Surprise With PGA Tour Pro Kenny Perry

## Golfers Surprised with Complete Golf Package in Celebration of Continued Partnership Between Southwest Airlines and Adams Golf!

DALLAS, April 23, 2014 /PRNewswire/ -- With the help of Kenny Perry, 14-time PGA Tour Champion, [Southwest Airlines](#) (NYSE: LUV) and Adams Golf had fun surprising unsuspecting golfers on the course at Houston's Wildcat Golf Club. Little did the golfers know, they would soon be presented with an opportunity that doesn't come around often. After sharing a few tips on the game, Kenny and a Southwest Airlines representative asked the golfers if they'd like to play golf at Torrey Pines Golf Course in San Diego, site of the 2008 U.S. Open Championship. After obvious agreement, the golfers were presented with airline tickets for the trip of a lifetime! The only catch? They had to leave immediately!

"We have a brand new set of Adams Golf clubs, golf clothing and gear, and Southwest Airlines roundtrip tickets to San Diego for each of you," announced Kenny. "But you have to drop everything and come with us right now—your plane is waiting!"

This Ultimate Golf Course Surprise celebrates Southwest Airlines and Adams Golf as the two extend their partnership through 2014. View the [Ultimate Golf Course Surprise](#).

As the "Official Airline of Golf Lovers," and where golf bags fly free®, Southwest and Adams Golf first teed off this exciting partnership in 2013, building initiatives on their commitment to those who love the game of golf. In addition to this extended partnership with Adams Golf, maker of the #1 Hybrids on tour, Southwest has a dedicated landing page, [www.southwest.com/golf](http://www.southwest.com/golf), 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.

"We're excited about extending our partnership in 2014 and think that golfers and Southwest Customers will appreciate the fun and unique promotional events we have planned," said Scott Blevins, Adams Golf Senior Vice President of Marketing. "It gives us new ways to share our *Own The Second Shot* story and to reach audiences who may not know about our innovative and industry-leading products."

For Southwest Customers traveling this summer, they may come across a Southwest Airlines and Adams Golf co-branded hitting bay in select airports. Time waiting for flights will fly by as Customers test the newest Adams Golf clubs like the Tight Lies Fairway Wood and Pro Hybrid.

"Teaming up with Adams Golf provides Southwest Airlines the opportunity to connect with our Customers whose passions take them out to the golf course," said Dave Ridley,

Southwest Airlines Senior Vice President of Business Development. "We're the Official Airline of Golf Lovers and we want to be their number one choice for ease and convenience when planning their next golf trip."

Southwest's partnership with Adams Golf centers on its sponsorship of Adams PGA Tour and Web.com Tour staff professionals who carry co-branded bags designed in the signature blue and red colors of the Southwest aircraft livery.

Customers across the country have the opportunity to win a set of Adams Golf clubs by visiting the Southwest Airlines Facebook page and commenting on the Adams Golf video. For full rules, visit <http://www.blogsouthwest.com/video/teeing-up-with-luv/>.

To view the full media kit with photos, video and news release, visit [www.swamedia.com](http://www.swamedia.com).

### **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 nearly 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 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 via wholly owned subsidiary, AirTran Airways. 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 2013 Southwest Airlines One Report™ can be found at [southwest.com/citizenship](http://southwest.com/citizenship).

From its first flights on June 18, 1971, Southwest Airlines launched an era of unprecedented affordability in air travel described by the U.S. Department of Transportation as "The Southwest Effect," a lowering of fares and increase in passenger traffic wherever the carrier serves. With Southwest Airlines, Bags Fly Free® (first and second checked pieces of luggage, size and weight limits apply), and there are no change fees when you need to change your flight. Southwest's fleet offers leather seating and the comfort of full-size cabins, a majority of which are equipped with satellite-based WiFi connectivity, live and video-on-demand TV currently available for FREE compliments of DISH, and a new, sustainable cabin interior. Southwest acquired AirTran Airways in May 2011 and by the end of 2014 intends to complete the full integration of the AirTran network into Southwest. With 41 consecutive years of profitability, the People of Southwest and AirTran operate nearly 3,500 flights a day. Southwest Airlines' frequent flights and low fares are available online at [southwest.com](http://southwest.com) or by phone at 800-I-FLY-SWA.

### **ABOUT ADAMS GOLF**

Adams Golf, the maker of the #1 Hybrids on Tour, produces easy-to-hit golf clubs that all players can use to enjoy the game more. Founded in 1987, Adams designs, assembles, markets and distributes premium quality, technologically innovative golf clubs out of its headquarters based in Plano, Texas.

In the late 1990s a low profile, low center of gravity and upside-down head design, known as the Tight Lies Fairway Wood, created a phenomenon in the golf industry. Through the years it has received rave reviews and unprecedented loyalty. In 2013, the company relaunched the popular and easy to hit fairway wood with great excitement and demand.

Today, Adams Golf leads the industry in hybrid, hybrid iron set technology and launched a movement in 2014 for golfers to "Own The Second Shot" with the company's fairway woods, hybrids and irons.

All of the equipment at Adams Golf is designed and tested using a variety of sophisticated, state-of-the-art tools, such as CAD rendering, advanced mass property analysis and equipment durability testing. And it's this high-quality craftsmanship, cutting-edge engineering and superior customer service that has made Adams Golf a true leader and innovator in the golf business.

For more information, please visit [www.adamsgolf.com](http://www.adamsgolf.com) or [shop.adamsgolf.com](http://shop.adamsgolf.com).

#1 Hybrids on Tour claim based on 2013 usage on the PGA, European, Champions, LPGA and Web.com Tours, as reported by the Darrell Survey Co. and Sports Marketing Surveys, Inc.

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