

November 3, 2014



# Southwest Airlines® Launches New Onboard Entertainment Service With Beats Music

## Carrier Brings A Curated Music Experience Onboard WiFi-enabled Aircraft Beginning Nov. 3

DALLAS, Nov. 3, 2014 /PRNewswire/ -- [Southwest Airlines®](#) (NYSE: LUV) is giving Customers a new reason to pack their headphones! Beginning today, Beats Music is providing a uniquely curated music experience onboard Southwest Airlines WiFi-enabled aircraft.

Customers accessing Beats Music onboard have an opportunity to listen to wide-ranging music programming in pop, rock, country, and other genres to hear fresh new artists and the hottest songs, which are handpicked by Beats Music expert curators. Accessing the service inflight is on the house and includes a library of hundreds of playlists. Not sure what to listen to, but feel like Jet-Setting with your BFF to Pop? The Sentence offers a continuous playlist just for you, customized by your response to four questions about location, activity, surroundings, and musical preference.

"Southwest connects our Customers to what is important in their lives, and in this case, it's music," said Kevin Krone, Southwest Airlines Chief Marketing Officer. "We continue to enhance our onboard offerings to remain current as our Customers' needs evolve, and with the addition of Beats Music on our entertainment portal, we're doing just that."

The new entertainment service was introduced today at a live demonstration onboard the official Beats Music-decaled Boeing 737 aircraft. To celebrate, a special playlist was created that will come to life with live concerts from a couple of the artists on select Southwest flights at 35,000 feet! The official Beats Music aircraft is planned to depart from Dallas Love Field to Chicago-Midway on flight 732 with Cobra Starship onboard. Customers on this flight will get a Southwest Airlines VIP backstage pass to the most elevated live concert they've ever experienced, with an opportunity to meet and receive autographs from the band. Southwest Airlines also is celebrating with Customers on Flight 1527 with Elephant Revival, flying from Portland to Denver.

Beats Music is a music subscription service that combines expert curation with the best technology, so you get music that's right for you every time. Customers can stream a selection of Beats Music playlists through the Southwest entertainment portal, which is powered by Global Eagle Entertainment Inc. (Nasdaq: ENT), using their personal electronic devices onboard Southwest Airlines WiFi-enabled aircraft. Global Eagle Entertainment is a worldwide provider of media content, technology, and connectivity solutions to the travel industry. Through the industry's most comprehensive product and services platform, Global Eagle Entertainment provides airlines with a wide range of inflight solutions including WiFi, movies, television, music, interactive software, as well as portable IFE solutions, content management services, e-commerce solutions, and original content development.

The service provided on the Southwest entertainment portal will be compatible with major mobile devices and operating systems, including iOS and Android, as well as most web browsers, and is designed to ensure a seamless and superior quality playback.

Visit the [Southwest Airlines newsroom](#) for images and b-roll from today's live demonstration onboard the Beats Music-decaled Boeing 737-700 aircraft.

#### ABOUT SOUTHWEST AIRLINES CO.

In its 44th year of service, Dallas-based Southwest Airlines (NYSE: LUV) continues to differentiate itself from other air carriers with exemplary Customer Service delivered by nearly 46,000 Employees to more than 100 million Customers annually. Southwest and wholly owned subsidiary AirTran Airways operate nearly 3,600 flights a day, serving 93 destinations across the United States and five additional countries. Service to San Jose, Costa Rica, begins in March 2015, subject to government approvals.

Based on the U.S. Department of Transportation's most recent data, Southwest Airlines is the nation's largest carrier in terms of originating domestic passengers boarded. The Company operates the largest fleet of Boeing aircraft in the world, a majority of which are equipped with satellite-based WiFi connectivity while over the United States that enables video-on-demand and a free, live TV offering of 13 channels compliments of DISH. Bags Fly Free® at Southwest Airlines (first and second checked pieces of luggage, size and weight limits apply), and there are never change fees, although fare differences might apply. In September 2014, the airline proudly unveiled *Heart*, a new aircraft livery, airport experience, and logo, showcasing the dedication of Southwest Employees to connect Customers with what's important in their lives.

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 41 consecutive years of profitability, Southwest is one of the most honored airlines in the world, known for a triple bottom line approach that contributes to the carrier's performance and productivity, the importance of its People and the communities they serve, and an overall commitment to efficiency and the planet. The 2013 Southwest Airlines One Report™ can be found at [southwest.com/citizenship](http://southwest.com/citizenship).

Book Southwest Airlines' low fares online at [southwest.com](http://southwest.com) or by phone at 800-I-FLY-SWA.

SOURCE Southwest Airlines