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# Southwest Airlines® Introduces Pay With Amazon, Enhancing Customer Experience Onboard Wifi-Equipped Aircraft

DALLAS, Feb. 24, 2016 (GLOBE NEWSWIRE) -- [Southwest Airlines Co.](#) (NYSE:LUV) is excited to welcome Pay with Amazon onboard WiFi-equipped aircraft, offering Customers a new and convenient way to purchase products through the carrier's onboard entertainment portal, powered by Global Eagle Entertainment. The new payment platform offers Customers the security of using their Amazon account to purchase products.

Rather than pulling out a credit card, Customers accessing the onboard entertainment portal now have the opportunity to purchase WiFi, messaging, and movies using Pay with Amazon. When asked for payment, Customers who choose the Pay with Amazon option will be directed to log in with their Amazon account credentials to complete their purchase.

"We're continually following the trends of our Customers, looking for ways to enhance the Customer Experience onboard our aircraft. With the addition of Pay with Amazon to our entertainment portal, we're doing just that," said Heather Figallo, Southwest Airlines Senior Director of Product Innovation and Management. "We're so excited to have a great brand like Amazon available for our Customers to enjoy."

"Pay with Amazon makes it easy for millions of customers around the world to pay using their Amazon account," said Patrick Gauthier, vice president, Amazon Payments. "We are thrilled to be working with Southwest to offer customers a familiar and trusted way to pay while inflight to destinations all around the United States."

"The Southwest Entertainment portal is designed to deliver a great passenger experience and meet evolving passenger preferences," noted Alexis Steinman, senior vice president of digital media solutions, Global Eagle Entertainment. "The addition of Pay with Amazon enables passengers to access the wide variety of entertainment and connectivity choices available on Southwest quickly and more conveniently than ever."

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 web browsers, and is designed to ensure a seamless and superior quality playback.

Visit the [Southwest Airlines newsroom](#) for additional company information.

## **ABOUT SOUTHWEST AIRLINES CO.**

In its 45th year of service, Dallas-based [Southwest Airlines](#) (NYSE:LUV) continues to differentiate itself from other air carriers with exemplary Customer Service delivered by more than 49,000 Employees to more than 100 million Customers annually. Southwest proudly operates a network of 97 destinations across the United States and seven additional countries with more than 3,900 departures a day during peak travel season.

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, the majority of which are equipped with satellite-based WiFi providing gate-to-gate connectivity. That connectivity enables Customers to use their personal devices to view video on-demand movies and television shows, as well as nearly 20 channels of free, live TV compliments of our valued Partners. Southwest created [Transfarency<sup>SM</sup>](#), a philosophy which treats Customers honestly and fairly, and in which low fares actually stay low. Southwest is the only major U.S. airline to offer bags fly free® to everyone (first and second checked pieces of luggage, size and weight limits apply, some airlines may allow free checked bags on select routes or for qualified circumstances), and there are no change fees, though fare differences might apply. In 2014, the airline proudly unveiled a bold new look: *Heart*. The new aircraft livery, airport experience, and logo, showcase 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 whenever the carrier enters new markets. With 43 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 2014 Southwest Airlines One Report™ can be found at [SouthwestOneReport.com](#).

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

## **GLOBAL EAGLE ENTERTAINMENT**

Global Eagle Entertainment Inc. (Nasdaq:ENT) is a worldwide provider of aircraft connectivity systems, operations solutions and media content to the travel industry. Through the industry's most comprehensive product and services platform, Global Eagle Entertainment provides airlines with a wide range of in-flight solutions. These include Wi-Fi, movies, television, music, interactive software, as well as portable IFE solutions, content management services, e-commerce solutions and original content development. Serving more than 200 airlines worldwide, Global Eagle Entertainment delivers exceptional quality and value to its customers to help them achieve their passenger experience objectives. The company's headquarters are located in Los Angeles, California, with offices and teams located in North America, Asia, the Middle East, Europe, Africa, Oceania and South America. Find out more at: [www.geemedia.com](#).

### **Media Contact:**

Southwest Airlines Media Relations  
214-792-4847, option 1 or [swamedia@wnco.com](mailto:swamedia@wnco.com)  
Multi-Media Assets and other Company news at [swamedia.com](#)

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