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Southwest Airlines Partners With Nintendo To Launch Promotion With Super Mario Odyssey For Nintendo Switch

Airline celebrates adventure and travel by giving away 30 Nintendo Switch prize packs and an additional grand prize

DALLAS, Feb. 20, 2018 /PRNewswire/ -- [Southwest Airlines Co.](https://www.southwest.com) (NYSE: LUV) is celebrating upcoming adventures of spring and summer travel with a giveaway like no other. Now through 11:59 p.m. Eastern Daylight Time on March 16, 2018, eligible residents of the United States who visit [Southwest.com/Nintendo](https://www.southwest.com/Nintendo) may enter to win one of 30 Nintendo Switch prize packs and one grand prize including roundtrip air travel for four (does not include taxes and fees of at least \$5.60 one-way). The Southwest Odyssey Sweepstakes is an opportunity for gamers and Southwest Customers alike to celebrate the adventures of Super Mario Odyssey. Just as Mario journeys to new worlds in Super Mario Odyssey, Southwest encourages Customers to book a getaway and explore the 100 destinations the carrier serves.

At the end of the sweepstakes, one grand prize winner will receive a prize package from Southwest®, complete with roundtrip air travel for four, a \$1,000 Starwood Preferred Guest gift card, and a Nintendo Switch prize pack. A total of 29 runners up will receive a Nintendo Switch prize pack. The Nintendo Switch prize pack includes one Nintendo Switch system, one Game Traveler: Deluxe Super Mario Odyssey Travel Case, one Super Mario Odyssey Collector's Edition Guide and the critically acclaimed Super Mario Odyssey video game.

"Southwest is dedicated to providing memorable experiences for our Customers," said Brandy King, Director of Communication & Outreach at Southwest. "As Customers plan their future adventures on Southwest, we're excited to give them a chance to take Nintendo Switch and Mario with them along the way."

"Super Mario Odyssey is all about travel, exploration, and that feeling you get when you discover something new and exciting," said Doug Bowser, Nintendo of America's Senior Vice President of Sales and Marketing. "We're excited to partner with Southwest so our fans can have memorable journeys in-game and in real life."

To enter and view official rules, visit [Southwest.com/Nintendo](https://www.southwest.com/Nintendo).

NO PURCHASE NECESSARY. Open to legal residents of the 48 contiguous U.S. and D.C. (excluding RI) age 19 or older at time of entry. Void where prohibited. See below for complete details and Official Rules. Enter by 3/16/18 11:59 PM Eastern. **Should the itinerary include international travel, air travel does not include taxes and fees of at least \$5.60 one-way. Nintendo is not a sponsor, co-sponsor or administrator of this sweepstakes.**

ABOUT SOUTHWEST AIRLINES CO.

In its 47th year of service, Dallas-based [Southwest Airlines Co.](#) (NYSE: LUV) continues to differentiate itself from other air carriers with exemplary Customer Service delivered by more than 56,000 Employees to a Customer base topping 120 million passengers annually, in recent years. Southwest became the nation's largest domestic air carrier in 2003 and maintains that ranking based on the U.S. Department of Transportation's most recent reporting of domestic originating passengers boarded. During peak travel seasons, Southwest operates more than 4,000 weekday departures among a network of 100 destinations in the United States and 10 additional countries. Southwest has announced its intention to sell tickets in 2018 for service to Hawaii, subject to requisite governmental approvals.

Southwest coined [Transfarency](#)[®] to describe its purposed philosophy of treating Customers honestly and fairly, and low fares actually staying 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 carriers offer free checked bags on select routes or in qualified circumstances), and there are no change fees, though fare differences might apply.

As launch customer of the Boeing 737 MAX 8 in North America, the Company operates the largest fleet in the world of Boeing aircraft, all of which are equipped with satellite-based WiFi. Customers who connect to the WiFi network may use their personal devices to view on-demand movies and television shows, as well as nearly 20 channels of free, live TV.

With a bold new look first unveiled in 2014, Southwest is progressing through a multi-year refresh of its fleet to showcase the carrier's *Heart*: a new logo, aircraft livery, interior design featuring new seats, Employee-designed uniforms, and an updated airport experience, all of which showcase a 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 45 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.

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

About Nintendo:

The worldwide pioneer in the creation of interactive entertainment, Nintendo Co., Ltd., of Kyoto, Japan, manufactures and markets hardware and software for its Nintendo Switch[™] system and the Nintendo 3DS[™] family of portable systems. Since 1983, when it launched the Nintendo Entertainment System[™], Nintendo has sold more than 4.5 billion video games and more than 710 million hardware units globally, including Nintendo Switch and the Nintendo 3DS family of systems, as well as the Game Boy[™], Game Boy Advance, Nintendo DS[™] family of systems, Super NES[™], Nintendo 64[™], Nintendo GameCube[™], Wii[™] and Wii U[™] systems. It has also created industry icons that have become well-known, household names, such as Mario, Donkey Kong, Metroid, Zelda and Pokémon. A wholly owned subsidiary, Nintendo of America Inc., based in Redmond, Wash., serves as

headquarters for Nintendo's operations in the Americas. For more information about Nintendo, please visit the company's website at <https://www.nintendo.com/>.

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