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Southwest Unveils Newest Onboard Product: iHeartRadio

Carrier adds free music product to onboard entertainment offering, enhancing the inflight experience

DALLAS, May 18, 2018 /PRNewswire/ -- [Southwest Airlines Co.](#) (NYSE: LUV) announced today a new collaboration with [iHeartRadio](#) to bring iHeartMedia's free all-in-one digital music and live streaming radio service to Customers as the exclusive music offering within the onboard entertainment portal on Southwest flights.

Through the onboard entertainment portal integration with iHeartRadio, Customers can enjoy all their favorite musical genres including alternative rock, country, hip hop, R&B, Top 40 hit music, and more. From these genres, passengers can choose their favorite live radio station or pick from hundreds of artists to launch their very own custom artist radio station featuring music from that artist and those similar. In addition, iHeartRadio will also bring Customers expertly-curated station themes perfect for inflight listening like *Pass the Time* and *Kids Zone*.

"Our Customers and Employees are passionate about music," said [Ryan Green](#), Vice President and Chief Marketing Officer at Southwest Airlines. "And for Southwest, music is a part of a larger story—it's an ongoing investment in enhancing our Customers' travel experiences. Through this partnership with iHeartRadio, we will create the soundtrack to our Customers' journeys as we connect them to what is important in their lives."

"We continue to expand iHeartRadio's massive distribution platform to ensure that we are available everywhere our listeners are with the products and services they use most," said Michele Laven, President of Strategic Partnerships for iHeartMedia. "We are proud to team up with Southwest Airlines to bring the music, radio stations, and on-air personalities people love inflight, continuing to entertain our listeners and Southwest passengers as they travel to their destinations."

Customers can access iHeartRadio free of charge through the onboard entertainment portal on their personal devices to begin their listening experience. Once activated, the music will continue play as long as the entertainment portal is open in a tab, allowing Customers to browse the rest of the portal, check the flight tracker or utilize the web if they have purchased WiFi access.

Customers who already have the iHeartRadio app installed on their devices will be able to play their personalized music and favorite podcasts directly from the app while onboard Southwest flights. Those passengers who already subscribe to iHeartRadio's All Access on demand subscription service will also have access to their entire music library and saved playlists as well as enjoy millions of songs and albums instantly.

The free service is available on the more than 690 WiFi-equipped aircraft serviced by Global Eagle.

Due to licensing restrictions, iHeartRadio may not be available onboard WiFi-enabled international flights. The iHeart Radio product is available only on WiFi-enabled aircraft.

For more information please visit southwest.com/wifi.

ABOUT IHEARTMEDIA

With over a quarter of a billion monthly listeners in the U.S. and over 129 million social followers, iHeartMedia has the largest national reach of any radio or television outlet in America. As the leading media company in the U.S., iHeartMedia serves over 150 local markets through 849 owned radio stations, and the company's radio stations and content can be heard on AM/FM, on satellite, at iHeartRadio.com, on the company's station websites and on iHeartRadio, iHeartMedia's digital music, podcast, on demand and live streaming radio service, available on over 250 platforms and 2,000 devices, including on digital auto dashes, tablets, wearables and smartphones, on virtual assistants, smart speakers, TVs and gaming consoles.

iHeartRadio offers users the country's top live radio stations, personalized custom artist stations created by just one song or seed artist, on demand features and the top podcasts and personalities. The all-in-one digital service has more than 1.7 billion downloads, 110 million registered users and is the No. 1 commercial radio podcaster in the U.S.

iHeartMedia's platforms include radio broadcasting, online, mobile, digital, social, podcasts, personalities and influencers, live concerts and events, syndication, music research services and independent media representation. iHeartMedia is a division of iHeartMedia, Inc. Visit iHeartMedia.com for more company information.

ABOUT SOUTHWEST AIRLINES CO.

In its 47th year of service, Dallas-based [Southwest Airlines Co.](https://southwestairlines.com) (NYSE: LUV) continues to differentiate itself from other air carriers with exemplary Customer Service delivered by more than 57,000 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.

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