

Southwest Airlines® Celebrates Success Of The Small Screen As The Official Airline Sponsor Of The ATX Television Festival

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Carrier Launches #LUVATXTV Contest for a Chance to Win an ATX Getaway to Austin

DALLAS, May 6, 2013 /PRNewswire/ -- [Southwest Airlines](#) (NYSE: LUV) is excited to announce its Official Airline sponsorship of the ATX Television Festival, the only festival of its kind dedicated to celebrating the history, success, and future of the medium. The festival provides television enthusiasts a closer look at TV Land, with access to a series of panels and special screenings during the three-day event in Austin, TX, June 6-9, 2013.

The carrier kicked off its sponsorship by launching the ['LUV of TV' contest](#), encouraging Southwest Airlines Fans and Followers to show their LUV for the small screen via Instagram. Participants are encouraged to choose their favorite TV series from those being represented at the festival and to creatively display their LUV via Instagram with the hash tag **#LUVATXTV**. The winner will receive roundtrip airfare, a three-night stay in Austin, two all-access ATX Television Festival badges, and a chance to mix and mingle with a variety of cast members. Refer to the full rules and regulations below.

Southwest is thrilled to be the Official Airline of the ATX Television Festival, and to kick off the event right, the carrier will host the Official ATX Television Festival Flight from Los Angeles (LAX) to Austin (AUS) filled with actors, creators, and writers heading to Austin for the event on Thursday, June 6, 2013.

Earlier this year, the ATX Television Festival proudly announced the first-ever *Boy Meets World* cast reunion will be in attendance at the event. Joining creator Michael Jacobs (who will also feature past hits: *Dinosaurs*, *Charles in Charge*, and *My Two Dads*) will be Ben Savage (Cory Matthews), Rider Strong (Shawn Hunter), Matt Lawrence (Jack Hunter), Maitland Ward (Rachel McGuire), Lily Nicksay (Morgan), Trina McGee (Angela), and yet to be announced Special Guests who will not disappoint for the cast reunion. For a full list of programming, visit www.ATXFestival.com.

Interested in attending the ATX Television Festival? Southwest Customers receive a 20% discount! Visit www.atxfestival.com/buy-a-badge and use the discount code **LUVATX20**, available through May 18, 2013.

ABOUT SOUTHWEST AIRLINES CO.

In its 42nd year of service, Dallas-based Southwest Airlines (NYSE: LUV) continues to differentiate itself from other carriers with exemplary Customer Service delivered by nearly 46,000 Employees to more than 100 million Customers annually. Southwest is the nation's largest carrier in terms of originating domestic passengers boarded, and including wholly-owned subsidiary, AirTran Airways, operates the largest fleet of Boeing aircraft in the world to serve 97 destinations in 41 states, the District of Columbia, the Commonwealth of Puerto Rico, and six near-international countries. 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 2011 Southwest Airlines One Report™ can be found at southwest.com/citizenship.

Southwest Airlines

From its first flights on June 18, 1971, Southwest Airlines launched an era of unprecedented affordability in air travel quantified by the U.S. Department of Transportation as "The Southwest Effect," a lowering of fares and increase in passenger traffic wherever the carrier serves. On every flight, Southwest offers Customers the first two pieces of checked luggage (weight and size limitations apply) and all ticket changes without additional fees. Southwest's all Boeing fleet consistently offers leather seating and the comfort of full-size cabins, many of which are equipped with satellite-based WiFi connectivity and a new, sustainable cabin interior. With 40 consecutive years of profitability, the People of Southwest operate nearly 3,400 flights a day and serve communities around 84 airports in Southwest's network of domestic destinations. Southwest Airlines' frequent flights and low fares are available only at southwest.com.

AirTran Airways

AirTran Airways, a wholly-owned subsidiary of Southwest Airlines Co., offers coast-to-coast and near-international service with close to 600 flights a day to 49 destinations. The carrier's high-quality product includes assigned seating and Business Class. As Southwest continues to integrate AirTran's People, places, and planes into Southwest Airlines, Customers of both carriers may book flights at airtran.com and exchange earned loyalty points between both AirTran's A+ Rewards® and Southwest's Rapid Rewards® for reward travel on either airline.

ABOUT ATX FESTIVAL

Festivals create communities; so does Television. Whether a series lasts 10 episodes or 10 years, it establishes a long-standing community of followers. ATX Television Festival celebrates the television medium by creating opportunities for fans and industry to come together to watch and discuss the series they love by taking the "water cooler" conversation public.

Through screenings that span classic shows, never aired pilots, cancelled too soon series, cult favorites, current hits, and premieres of new series that are followed by cast/crew Q&A's, along with a variety of panels on industry topics, ATX Television Festival is a place to experience TV's past, present, and future. Throughout the weekend, the festival and its sponsors host parties, live music, meet-ups, and community events. ATX Television Festival serves both the community and industry professionals equally by giving them the opportunity to discuss and celebrate all aspects of TV.

"LUV of TV" Contest Rules & Regulations

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. VOID IN PUERTO RICO AND WHERE PROHIBITED.

a. How to Enter the Contest

a. Southwest Airlines and ATX Television Festival. "For the LUV of TV" ("Contest") will begin on or around 9 a.m. CT on Saturday, May 4, 2013 and will end on or around Midnight CT on Sunday, May 12, 2013 ("Contest Period"). This Contest consists of one (1) Contest drawing. Customers/any potential entrants will have to follow Southwest Airlines on Instagram® via the handle @SouthwestAir, Facebook via Southwest Airlines page, and/or Twitter via the handle @Southwestair ("Media Channels") to participate in the contest.

b. To participate in the Contest, you may enter via the following method:

Submit an Instagram photo based on the challenge presented on the Media Channels, highlighting a favorite TV series cast while incorporating the Southwest Airlines brand via the Southwest Airlines Instagram handle @SouthwestAir using the hashtag "#LUVATXTV". Entrants may also share Instagram photos on Twitter® and Facebook®, but will not be judged from those channels. All entries submitted will not be acknowledged or returned. By entering, Entrant grants Sponsor an irrevocable, perpetual, royalty-free, freely transferable license to use the photo for all purposes, in any and all media, whether now known or hereafter devised. Photos must not be copied, violate any third party rights, or use any third-party intellectual property such as logos or background signs. Entrants acknowledge and agree that their photo does not violate any rights of privacy or publicity and that they have the written permission of those appearing in their photo to submit their image. Photos must not disparage; contain material that is inappropriate, indecent, or vulgar; or promote bigotry, racism, hatred or discrimination based on race, gender, religion, sexual orientation. Use of any device to automate entry is prohibited. Proof of submission of an entry shall not be deemed proof of receipt by Southwest. Southwest Airlines computer is the official time keeping device for the Contest. Southwest is not responsible for entries not received due to difficulty accessing the internet, service outage or delays, computer difficulties or other technological glitches. By entering this Contest, you agree to abide by these Official Rules and acknowledge that this Contest is in no way sponsored, endorsed, or administered by or associated with Instagram, Twitter or Facebook.

c. One entry per person is permitted. Any person found using multiple Instagram, Facebook, and/or Twitter accounts to enter will be found to be ineligible.

b. Eligibility Restrictions

a. The contest is open to all legal residents of the 48 contiguous United States and the District of Columbia who are 18 years of age or older and the age of majority in their place of residence and have a valid e-mail address and an Instagram account as of May 4, 2013. Void in Puerto Rico and where prohibited or

restricted by law. The contest is offered only in the United States. Employees of Southwest Airlines, AirTran Airways, ATX Television Festival, and the members of their immediate families (spouse and parents, children and siblings and their spouses) and individuals living in the same households of such employees are ineligible to enter or win. The contest is subject to all applicable federal, state, and local laws and regulations.

b. Only one winner per household is permitted in any Contest administered by Southwest Airlines.

c. Entrants are required to provide truthful information and Southwest will reject and delete any entry that it discovers to be false or fraudulent. Southwest Airlines will disqualify any entry from individuals who do not meet the eligibility requirements, and Southwest Airlines will also delete any entry received from persons under the age of 13 in compliance with the Children's Online Privacy Protection Act.

c. Prizes:

a. Grand Prize: Two (2) Roundtrip tickets on Southwest Airlines from the airport nearest the winner's residence served by Southwest Airlines to Austin, TX; three-night hotel stay (double occupancy) at Austin hotel within walking distance of festival events during the 2013 event weekend; and two (2) All-Access ATX Television Festival badges for event Thursday, June 6 – Sunday, June 9. Approximate Prize Value is \$1850.00.

Southwest Airline tickets are subject to Southwest Airlines terms and conditions and must be used on or around the 2013 ATX Television Festival dates. Tickets will not be refundable or redeemable for cash or credit at any time, nor will tickets be replaced if lost or stolen. Tickets may not be sold to a third party. Tickets valid on Southwest-operated, published, scheduled service only from the airport nearest the winner's residence served by Southwest Airlines. No prize substitutions, cash equivalent, or transfer of prizes permitted except at the sole discretion of the Sponsors. Prize subject to availability and the Sponsors reserves the right, at its sole discretion, to award a prize of greater or equal value if the advertised prize is unavailable. Taxes and any travel or other expenses not mentioned above are solely the responsibility of the winner.

b. In the event that a prize or prize certificate is mailed to the winner, it will be with the prior written consent of the winner and therefore, winner assumes the risk of its loss. Sponsors are not responsible for the safe arrival of a prize or prize certificate.

d. Selection of Winner

Decisions of judges with respect to the Contest are final. This is a contest of skill. Your chances of winning depend on how well your entry reflects the judging criteria, as compared to the other eligible entries in the contest.

The judges will be judging on the following qualities:

***Creativity and Originality: 20%**

***Entertaining: 25%**

***Southwest and ATX Festival Appeal: 35% photo should reflect fun Culture and Fun-LUVing Attitude.**

***Rules: 20% Read and complied with the official rules.**

. You need not be present to win.

Potential winner notification will be made on or about May 14, 2013 by the Sponsor via Instagram. The potential winner will be asked to contact Southwest with a given e-mail address provided via comment on the entrant's Instagram entry. Once potential winner and Southwest make e-mail contact, Southwest will provide a photo for the potential winner to upload to the Instagram account the user uploaded the photo with in order to validate their account. Once the validation occurs, potential winner must execute and return any required affidavit of eligibility and/or liability/publicity release in which they agree to hold Sponsor, Facebook, and each of their parent, subsidiary and affiliated corporations, and the officers, shareholders, directors, employees, agents and representatives harmless against any and all claims or liability arising directly or indirectly from use or misuse of a prize or participation in the Contest. Affidavits will be mailed or emailed based on the potential winner's preference beginning May 14, 2013. Affidavits must be executed and returned within seven (7) days or prize will be forfeited and an alternate winner may be chosen. If a potential

winner cannot be contacted, is unable to accept the Grand Prize as awarded, fails to sign and return the required affidavit of eligibility and liability/publicity release within the required time period, or if a prize or prize notification is returned as undeliverable, potential winner forfeits prize and it will be awarded to an alternate winner. Upon timely completion of required affidavits and release, winner should expect to receive their prizes in the mail by May 20, 2013.

e. Conditions

- a. Payments of all federal, state and local taxes are solely the responsibility of the winner. Winner may be required to sign an IRS Form W-9 or the equivalent.
- b. By participating in the contest, the winner agree to have their name, voice, or likeness used in any advertising or broadcasting material relating to this contest without additional financial or other compensation unless prohibited by law, and, where legal, to sign a publicity release confirming such consent prior to acceptance of the prize.
- c. Southwest Airlines and the ATX Television Festival are not responsible for lost, stolen, mangled, miss-delivered, postage due, illegible, incomplete or late entries, telephone service outages, delays, busy signals, equipment malfunctions and any other technological difficulties that may prevent an individual from entering or claiming a prize.
- d. Southwest Airlines and the ATX Television Festival in their sole discretion, reserve the right to disqualify any person tampering with the entry process, the operation of Southwest Airlines website, or otherwise in violation of the rules. They further reserve the right to cancel, terminate or modify the Contest if it is not capable of completion as planned, including infection by computer virus, bugs, tampering, unauthorized intervention or technical failures of any sort.
- e. Sponsors reserve the right to make changes in the rules of the Contest, including the substitution of a prize of greater or equivalent value, which will become effective upon announcement.
- f. Failure to comply with the Contest rules may result in a contestant's disqualification solely at the discretion of the Sponsor.
- g. The Sponsors are not responsible for typographical or other errors in the printing, the offering or the administration of the Contest, or in the announcement of a prize.
- h. Copies of the written Contest rules and a winner list (when complete) are available during regular business hours at Southwest Airlines, Emerging Media P.O. Box 36611, Dallas, TX 75235-1611. For a winner list, send a self-addressed return envelope, after May 14, 2013. All requests must be received by June 1, 2013.
- i. Each Contest entrant or participant fully releases and holds harmless Facebook against any and all claims or liability arising directly or indirectly from participation in the Contest, and each entrant acknowledges that by entering the Contest they are providing information to Sponsor and not to Facebook.

j. 6. Sponsor

Southwest Airlines Co., Emerging Media, P.O. Box 36611, Dallas, TX 75235-1611

www.southwest.com

SOURCE Southwest Airlines

Contacts: Southwest Airlines, 214-792-4847

Countries: United States

Industries: Airlines & Aviation, Entertainment & Leisure, Multimedia, Internet & Wireless Technology, Television, Travel & Tourism

Languages: English

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Subjects: Licensing & Marketing Agreements, New Products & Services