

Southwest Airlines and Windows Make the Airport a One-Stop-Shop for Holiday Travel

Southwest Airlines partners with Windows 7 to provide Customers with free holiday photos

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If you're traveling on Southwest Airlines this holiday season, you're sure to be put on the "Nice List!" Southwest and Microsoft Windows 7 have partnered to make your holiday travel experience jollier with *Holiday Photos on the Fly*.

Beginning Dec. 2, Southwest Airlines and Windows will offer free holiday photos to Customers at 26 airports nationwide. Customers can stop by one of Santa's workshops in select Southwest Airlines airports to have their photo taken with Santa or in a holiday-themed backdrop. Once a photo is taken, a Windows 7 Elf will guide Customers through an online experience to edit, share, and store their photos with ease, thanks to Windows Live and Windows 7. Families will be able to print a copy of their photo at the airport, or visit www.freeholidayphotos.com to retrieve and share their photos online.

"Southwest Airlines is excited to be partnering with Microsoft to bring such a unique program to our Customers this holiday season," said Andy Allmann, Southwest's Director of Promotions and Sports Marketing. "Our Employees love to celebrate the holidays, and we feel this program will make our Customers' travel experience an even more positive one."

And the gift giving doesn't stop there! Southwest Airlines and Windows 7 are giving Customers the chance to win great prizes daily. Learn more about your holiday photos and how to enter the Holiday Sweepstakes at www.freeholidayphotos.com. Visitors may enter the sweepstakes once every day and winners will be selected daily.

"By taking the hassle out of getting your holidays photos taken, Windows and Southwest are making the holidays easier for traveling families," said Lisa Sikora, Windows Senior Marketing Manager in charge of the program. "We're celebrating the simple things that make this time of year special: spending time with family, connecting with friends, and sharing good cheer."

Southwest Airlines and Windows 7 look forward to celebrating the holiday with our Customers and providing them with their holiday photo. It's our little way of saying thanks and Happy Holidays!

Holiday Photos on the Fly will be available in the following airports: Albuquerque, Austin, Baltimore/Washington, Boston Logan, Chicago Midway, Dallas Love, Denver, El Paso, Fort Lauderdale, Houston Hobby, Los Angeles, Milwaukee, Nashville, New Orleans, Oakland, Ontario, Philadelphia, Phoenix, Portland, Sacramento, San Diego, San Jose, San Antonio, St Louis, Seattle Tacoma, and Tampa Bay.

About Southwest

After nearly 40 years of service, Southwest Airlines (NYSE: LUV) continues to differentiate itself from other low fare carriers--offering a reliable product with exemplary Customer Service. Southwest Airlines is the nation's largest carrier in terms of originating domestic passengers boarded, now serving 69 cities in 35 states. Beginning March 13, 2011, Southwest will initiate service in Charleston and Greenville/Spartanburg, South Carolina, and on March 27, 2011, service will begin to Newark Liberty International Airport. Southwest also is one of the most honored airlines in the world known for its commitment to the triple bottom line of Performance, People, and Planet. To read more about how Southwest is doing its part to be a good citizen, visit southwest.com/cares to read the Southwest Airlines One Report(TM). Based in Dallas, Southwest currently operates more than 3,100 flights a day and has nearly 35,000 Employees systemwide.

About Microsoft

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services and solutions that help people and businesses realize their full potential.

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