

Southwest Airlines Offers Customers a 'Corona Moment'

Southwest Airlines Adds New Beer Offering with Corona Extra

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DALLAS, May 10, 2010 /PRNewswire via COMTEX/ --Beginning today, Southwest Airlines will add a new beer offering onboard. Nothing says summer like a cold Corona Extra with a lime! Corona Extra is the #1 selling imported beer in the U.S. Corona's smooth taste offers the perfect balance between heavier European imports and lighter domestic beer. The additional beverage option is another way Southwest is improving the Customer experience onboard.

Corona Extra will be the same price as Southwest's current beer offerings at \$5 per can or one Southwest drink coupon. Corona joins the airline's other onboard beer offerings of Bud Light, Miller Lite, Michelob Ultra, and Heineken.

Southwest will be testing Corona Extra onboard through September and at that time, based on Customer demand, the airline will determine whether to keep the offering onboard.

Check out Southwest Airlines' company [blog](#), Nuts About Southwest, to view a fun [video](#) on the new beverage and an interesting [blog post](#) on the new product.

To celebrate the Corona Extra offering, Southwest will host a "My Corona Moment" photo contest via the airline's Twitter account, @SouthwestAir. The contest will encourage Customers to submit a photo, using the hashtag #mycorona, of their own Corona moment--a moment of pure bliss and relaxation with a Corona Extra in hand. The best photo submission will win two roundtrip tickets on Southwest and a three-night stay at a Sterling Resort in Panama City Beach, Southwest's newest destination, opening May 23. Visit southwest.com/mycorona to view rules and regulations.

After more than 38 years of service, Southwest Airlines, the nation's leading low-fare carrier, continues to stand above other airlines--offering a reliable product with exemplary Customer Service. Southwest Airlines is the most productive airline in the sky and offers Customers a comfortable traveling experience with all premium leather seats and plenty of legroom. Southwest Airlines (NYSE: LUV), the nation's largest carrier in terms of originating domestic passengers boarded, currently serves 68 cities in 35 states. Based in Dallas, Southwest operates more than 3,200 flights a day and has nearly 35,000 Employees systemwide.

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