



SOUTHWEST AIRLINES NAMED SWEET'S EXCLUSIVE DOMESTIC AIRLINE PARTNER FOR THE SWEET CARIBBEAN CRUISE

San Francisco, CA (February 2009) – Sweet and Southwest Airlines (NYSE: LUV) today launched a new marketing partnership where Southwest will serve as the exclusive domestic airline of the Sweet Caribbean Cruise, (November 8-15, 2009), offering discount airfare to Sweet guests and participating in co-marketing opportunities online and at select gay and lesbian events throughout 2009.

“Southwest is a perfect match for Sweet,” Shannon Wentworth, Sweet CEO, said. “Southwest’s cheerful service, every day low prices, no hidden fees and guest-friendly cancellation and change policies embody Sweet’s customer service values.”

Southwest Airlines, regarded as America’s largest low-fare airline, currently serves 64 markets in the continental United States. The airline seeks to expand its hold on the U.S. leisure sector, as well as focus on the gay and lesbian market, through strategic partnerships such as its new agreement with Sweet.

Sweet and Southwest Airlines will rollout co-branded online sweepstakes, promotions and other exciting programs in addition to a series of fun-filled Southwest Airlines-sponsored entertainment activities on the cruise.

For Sweet, the new agreement achieves the important goal of passing along savings on air travel to its guests. For example, Sweet will receive “fare saver” airline rates for its Sweet Caribbean Cruise guests with timing and details decided by Southwest Airlines.

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Sweet and Southwest Airlines were also inspired to form a partnership through a shared belief and commitment in green travel; both companies already have green programs in place. Through an agreement with CarbonFund.org, the carbon released into the atmosphere by all of Sweet's business operations will be offset.

Sweet will spotlight Southwest Airlines' gay and lesbian logo and its "Official Airline" status on its website with a link to Southwest Airlines' gay travel website, www.southwest.com/gaytravel. Similarly, Southwest Airlines will spotlight Sweet and its Caribbean Cruise on its dedicated gay and lesbian travel website this spring and summer.

"Gay and lesbian travelers are important to Southwest Airlines and our evolving growth in both the business and leisure markets," said Jena Atchison, Segment Marketing Manager, Southwest Airlines. "Sweet provides an inside track to a constituency that will always be part of our current and future growth strategies."

About Sweet

Founded in January 2008, Sweet is a lesbian travel company that merges the best of lesbian entertainment with social consciousness and environmental awareness.

In April 2008, Sweet secured an agreement with Norwegian Cruise Line (NCL) to offer a Caribbean Cruise, November 8-15, 2009, on board NCL's *Norwegian Spirit* and departing from New Orleans. Other trips currently available are a Sweet Salmon River Rafting Adventure, August 16-21, 2009, and a Sweet Kenyan Safari, February 7-16, 2010. To learn more about Sweet's lesbian travel opportunities, please visit www.discoversweet.com or call 877-793-3830.

Sweet integrates environmentally friendly programs and processes throughout its business operations and travel itineraries. The company partnered with Carbonfund.org in May 2008, ensuring that the carbon from all of its business operations will be offset.

Sweet is a member of the International Gay and Lesbian Travel Association, accredited by the Better Business Bureau and a Registered Seller of Travel in the State of California (CST#2091755-40).

Press: For more information, please visit <http://discoversweet.com/sweet-media-center/>. To schedule an interview with CEO Shannon Wentworth, please contact Renee Martin (x21) at Carolyn Izzo Integrated Communications, 845-358-3920, rmartin@ciicnews.com.

About Southwest Airlines

After 37 years of service, Southwest Airlines continues to differentiate itself from other low fare carriers by offering a reliable product with exemplary customer service. At Southwest Airlines, we celebrate the diversity of our workforce and customers. Southwest Airlines is proud

to offer the gay and lesbian community a dedicated website focused on the business of travel. At www.southwest.com/gaytravel, Southwest provides the gay and lesbian community with special offers and helpful information on gay-friendly destinations and events around the country.

Southwest Airlines is the most productive airline in the sky and offers customers a comfortable traveling experience. Recently, Southwest updated its gate areas and improved its boarding procedure to make flying Southwest even more convenient and simple. Southwest Airlines (NYSE: LUV) currently serves 64 cities in 32 states (Southwest will begin service to Minneapolis/St. Paul in March 2009). Based in Dallas, Southwest operates more than 3,200 flights a day and has more than 35,000 employees systemwide.

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