

**ILA 2010 Award
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**American Advertising Federation to Present Southwest
Airlines with Prestigious
Advertising Innovation and Leadership Award**

Houston, Texas, January 15, 2010 — The American Advertising Federation (AAF) Tenth District will present its highest honor of leadership and innovation in advertising to Southwest Airlines and its portfolio of agencies on May 12, 2010. The award recognizes Southwest Airlines and its agencies for its many years of uniquely inventive advertising programs.

May 12 will mark the fourth year for AAF to host the Innovation and Leadership in Advertising Award (ILA). The ILA Award recognizes companies that exemplify excellence in four key areas:

Media use – Extensive use of multimedia platforms using traditional and non-traditional media to create awareness or drive sales.

Employment in District 10 – Extensive employment of people and businesses within the District 10 region of Texas, Oklahoma, Louisiana and Arkansas.

Diversity - Embracing diversity in their messaging and employment.

Leadership – Demonstrating leadership and boldness in their advertising message and creative use of media.

Dave Ridley, Senior Vice President, Marketing and Revenue Management for Southwest Airlines, and Kevin Krone, Vice President, Marketing, Sales and Distribution for Southwest Airlines, will accept the award at a special awards dinner in Austin, Texas.

Dave Ridley said, “Southwest Airlines is thrilled to be honored by AAF . Every day our Southwest team and our partner agencies deliver strategic and uniquely fun and integrated brand marketing communications programs that continually reward our customers’ brand loyalty.”

Southwest Airlines’ partner advertising agencies include: GSD&M Idea City – Austin; Camelot Communications, Inc. – Dallas; Y&R Brands/Wunderman Southern California – Irvine, Dieste, Inc. – Dallas; and Dae Advertising – San Francisco.

[Jim Datri](#), AAF national president and CEO, will be on hand from Washington, D.C., with AAF Tenth District governor Blake Goldston, to present the award to Southwest Airlines and its advertising agencies at a dinner ceremony at GSD&M Idea City. The event will be co-hosted by the Austin Ad Federation. Ridley and Krone will be keynote speakers for the event and will provide an overview of Southwest’s campaign. In addition to the award, Southwest will offer a summer internship for an ILA Scholarship recipient this summer. The internship winner will receive a \$5,000 scholarship from the AAF Tenth District. The scholarship will be presented by Dana Williams, Director of Marketing and Communications for [Southwest Airlines](#) at the District’s Annual Convention in Amarillo on April 16, 2010.

Seating at the May 12 awards event will be limited, and table reservations and tickets are available by contacting Kevin Dobbs, Executive Director, American Advertising Federation 10th District at 1-800-808-4473, or email: dobbsprt@nts-online.net.

ABOUT THE AAF

The American Advertising Federation (AAF), headquartered in Washington, D.C., acts as the “Unifying Voice for Advertising.” The AAF is the oldest national advertising trade association, representing 40,000 professionals in the advertising industry. The AAF has a national network of 200 ad clubs located in ad communities across the country. Through its 225 college chapters, the AAF provides nearly 7,500 advertising students with real-world case studies and recruitment connections to corporate America. The AAF also has 130 blue-chip corporate members that are advertisers, agencies and media companies, comprising the nation’s leading brands and corporations. For more information, visit the AAF’s Web site at www.aaf.org

