



The world's most successful airline earns even more Customer loyalty, generates new ancillary revenue streams and creates a new channel to communicate with millions of Customers each month—with a custom inflight WiFi experience with Row 44.

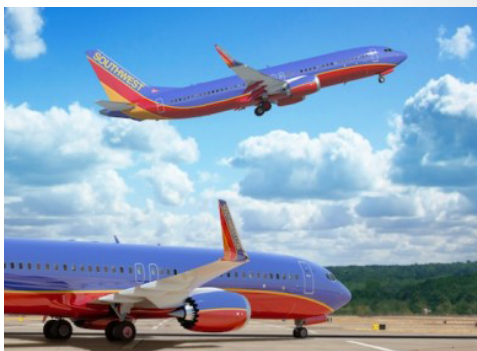
- **The only US airline offering high-speed satellite WiFi across a fleet of over 425 Boeing 737 Next Generation aircraft**
- **The only US airline offering live television over WiFi**

**HALF A MILLION
CUSTOMERS
EACH MONTH**
use Southwest's inflight WiFi

Southwest Airlines does things a little differently from its competitors. While several US airlines were equipping their fleets with a ground-based WiFi system, the world's largest low-fare airline chose instead to outfit its fleet with satellite-based inflight WiFi from Row 44. This forward-thinking decision would soon make Southwest the only US airline with enough broadband capacity to deliver both high-speed Internet and picture-perfect live television to Customers' WiFi devices. It also positioned Southwest as the only domestic airline with a fully customized WiFi portal, reflecting Southwest's unique character—and deepening its connection with its Customers. The Southwest-branded WiFi portal gives the airline a brand new way to connect with literally millions of Customers every month—from those who pay for WiFi or television, to those who just browse inflight deals or check the flight tracker. Southwest's WiFi service is generating enhanced loyalty from longtime and new Customers—as well as multiple new revenue streams, with half a million Customers each month paying for Internet, on-demand movies, live television, destination content, shopping and other WiFi services.

The Airline

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 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.

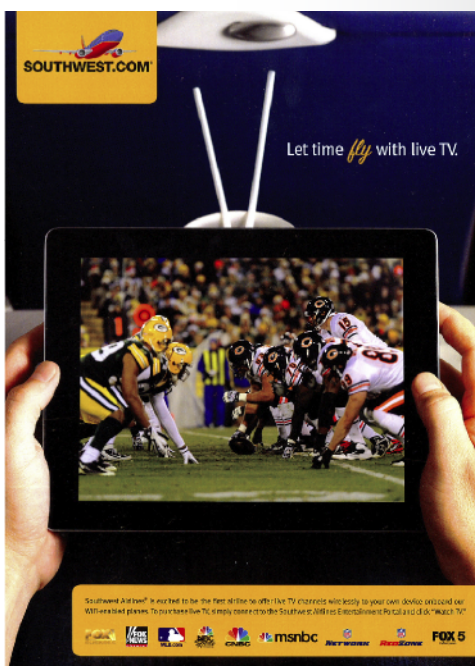




The Challenge

While several US airlines offered a limited selection of inflight entertainment via seatback screens and other onboard hardware, Southwest had always resisted such services. Not only were seatback systems viewed as expensive to acquire and maintain, as well as heavy, causing increased fuel burn, but the airline also preferred to seek ways to empower each Customer to find entertainment best suited to them.

With Customers increasingly bringing WiFi-enabled devices onboard—mostly laptops at the time, well before the ubiquity of smartphones—Southwest began investigating ways to help Customers make their own WiFi devices more fun and productive inflight, particularly on long-haul routes. Ultimately, Southwest decided to create a customized WiFi experience allowing each Customer to turn their WiFi device into the entertainment, communication or productivity tool of their choice.

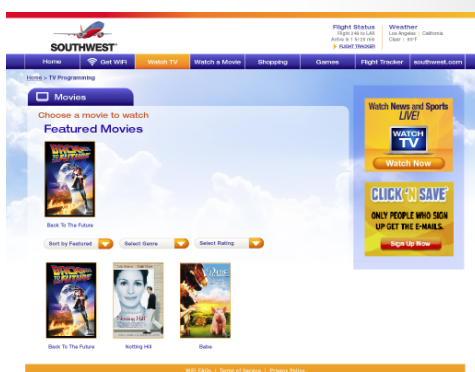


“ Row 44’s satellite WiFi service had broader capacity capabilities than other services, and Row 44 provided us a great deal more control of the Customer experience, how we branded the product, what we did with it, and how we priced it. So it was a technology and a business-model difference.

– Dave Ridley, Southwest’s Senior Vice President of Business Development

The Solution

After investigating potential inflight WiFi offerings, Southwest selected the high-bandwidth satellite solution from Row 44. The key to Southwest’s decision was the unmatched degree to which Row 44 enabled Southwest to control and brand its inflight WiFi service. Whereas other providers offered a one-size-fits-all WiFi solution with their own brand, Row 44 worked with Southwest to customize a service that reflected the Southwest brand—and gave Southwest the opportunity to connect with their Customers.



Another key driver behind Southwest's decision was the Row 44 system's unmatched bandwidth capacity. Backed by Hughes, the world's largest satellite ISP, Row 44 had the ability to add bandwidth-on-demand to meet the needs of its airline partners. Although Southwest did not know at the time what broadband services its Customers would want inflight in three or five years, the airline understood that those services would require ever-increasing bandwidth.

This foresight enabled Southwest to do something unprecedented in commercial air travel. In August 2012 – in time for the Olympics – Southwest unveiled a live television service, streaming high-quality live channels to passengers WiFi devices. The airline's lineup included nine channels – NBC Sports Network, NFL Network, NFL RedZone, MLB Network, MSNBC, CNBC, FOX News Channel, FOX Business News and FOX-NYC TV News. Southwest will be adding additional channels soon.

By August 2012, hundreds of Southwest aircraft were flying with a host of WiFi services – high-speed Internet, live television, shopping, games and real-time flight tracking. And by January 2013, those aircraft were also offering on-demand movies and TV shows.

The Results

Southwest is so proud of its inflight WiFi service that the airline is installing the system on its aircraft as quickly as possible. Southwest also publicly announced its plans to equip all of the Boeing 737-700 aircraft of its recently acquired AirTran Airways with Row 44's WiFi solution as they transition into the Southwest fleet.

As the only US airline with satellite-based inflight WiFi throughout its fleet—and the only airline in the world offering live television inflight to WiFi devices—Southwest is enjoying:

- **Delighted Customers** — the true mark of success of any Southwest initiative
- **Increased loyalty** — from Customers everywhere who can finally catch the game on the plane
- **New revenues** — with half a million paid WiFi users per month (and increasing) as of 2012
- **More innovations** — unveiling first live TV and then video-on demand... and still innovating
- **New channel** — enjoying a new way to communicate with millions of its Customers every month

Find out more about Row 44 at www.Row44.com