OFFICIAL RULES

The Southwest LUVS Guitars Contest

1. To Enter: No purchase or obligation necessary. Contest runs September 16, 2009 from 10:00 a.m. CST- September 23, 11:00 a.m. CST 2009. **To enter without purchase or obligation, the link to your online music video must be added to the "comments" section on the Nuts About Southwest blog (www.blogsouthwest.com).** All entries become property of the sponsor and will not be returned. Entries limited to one (1) per person (no group performances allowed).

2. Judging: On or about September 23, 2009 at 11:30 a.m. CST, a Southwest panel of judges will pick the winning video. Entrants need not be present to win. All prizes are guaranteed to be awarded. Odds of winning will depend on the total number of eligible entries received.
The judges will be judging on the following qualities:

- Length: video must include at least 30 seconds of solo original music
- Originality: Your song must be completely original!
- Southwest Appeal: video should reflect our Culture and Fun-LUVing Attitude.
- Rules: you read and complied with the official rules **and the terms of the privacy policy of the www.blogsouthwest.com**

3. Prize: One (1) Grand Prize to consist of

- 2 roundtrip tickets on Southwest to San Jose, CA from the nearest airport that Southwest flies from – estimated value of $800
- 2 night stay at the Wyndham hotel - estimated value of $400
- 2 Tickets to San Jose Mariachi Festival: Concert Tribute To Cesar Chavez (Featuring special guests Carlos Santana/Los Lobos) - value of $350
- The winning video will be featured on the Nuts About Southwest blog

Value of Grand Prize is approximately $1550

4. Eligibility: Contest open to all legal US residents of the 48 contiguous states and the District of Columbia, 21 years and older as of September 21, 2009. Employees of Southwest Airlines Co., its advertising and promotions agencies, and their immediate families (spouse and parents, children and siblings and their spouses) and individuals living in the same households of such employees are ineligible. Void where prohibited or restricted by law. Contest subject to all applicable federal, state, and local laws and regulations. Videos that are offensive, vulgar, or attack any individual will be automatically disqualified. By participating, entrants agree to these official rules and accept decisions of the Sponsor as final. Void in Puerto Rico and where prohibited by law.

The promotion is offered in the United States only and shall only be construed and evaluated according to United States law. Do not proceed in this site if you are not located in the United States.

5. To Claim Prize: Winner only will be notified by Southwest Airlines, and will be required to complete and sign an Affidavit of Eligibility and Liability Release and, where legal, a Publicity Release, which must be returned within seven (7) days after prize notification or prize will be forfeited and awarded to an alternate winner. If prize notification letter is returned undeliverable, the prize will be awarded to an alternate winner. Grand Prize winner's guest, or if minor, their parent(s)/legal guardian(s), must execute Liability Releases, and where legal, Publicity Releases prior to the issuance of travel documents. Unclaimed or undeliverable prize will be forfeited and awarded to an alternate winner. Prize is not transferable or redeemable for cash. Prize is guaranteed to be awarded. Acceptance of prize constitutes permission (except where prohibited) to use winner's name, hometown and likeness for purposes of advertising, promotion and publicity in any media without additional compensation.

6. Limitation of Liability: Neither Sponsor, the San Jose Mariachi Festival, nor their affiliated entities, are responsible for printing or typographical errors in any related materials; stolen, fraudulent, entries or mail; or transactions that are processed or lost due to computer or electronic malfunction. Winner is solely responsible for payment of all federal, state, and local taxes on prize and for any travel or other expenses not specifically mentioned in prize description. Sponsor reserves the right to cancel or modify Contest if fraud or technical failure compromise the integrity of the Contest as determined by Sponsor in its sole discretion. This Contest offer is being made exclusively by Sponsor.

Sponsor not responsible for technical, hardware, software or telephone failures of any kind, lost or unavailable network connections or fraud, incomplete, garbled or delayed computer transmission whether caused by Sponsor, user, or by any of the equipment or programming associated with or utilized in the promotion or by any technical or human error which may occur in the process of submissions which may limit a participant=s ability to participate in this promotion.

7. Winner's List: To request a Winner's Name List, send a self addressed stamped return envelope, after September 21, to Southwest Airlines Emerging Media. All requests must be received by October 21, 2009. Utah and Washington residents may omit return postage.

8. Sponsor: Southwest Airlines Co., P.O. Box 36611, Dallas, TX. 75235-1611