

For Immediate Release



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Southwest Airlines Partners with CEV Multimedia on Certification Program

Backed by nation's largest domestic air carrier, new course and certification ensure students can communicate effectively upon entering the workplace

DALLAS and LUBBOCK, Texas (Nov. 20, 2014) – [CEV Multimedia](http://www.cevmultimedia.com), a leading producer of Career and Technical Education (CTE) curriculum resources, announces a major partnership with [Southwest Airlines](http://www.southwestairlines.com) (NYSE: LUV). The arrangement expands an industry-backed certification program offered through iCEV, an online platform that produces and delivers comprehensive educational content. Southwest Airlines is the latest organization to join a host of notable industry partners offering certifications that support CTE initiatives and programs.

Endorsed by Southwest Airlines and delivered through iCEV, the Professional Communications certification addresses how to communicate effectively in the workplace. The course tackles important topics, such as written and verbal communication, time management, listening skills and managing diversity within a work environment. The Professional Communications certification is designed for all students, regardless of their chosen program of study.

“Southwest Airlines is a perfect partner in this initiative because of the organization’s well established expertise and enthusiasm for practical education programs that prepare students for career success,” said Jeff Lansdell, President of CEV Multimedia. “We are dedicated to providing the best experience for students and educators by partnering with industry leaders like Southwest Airlines that want to help students succeed in an ever-changing national workforce.”

Industry collaborations play an important role in schools’ CTE programs and offer hands-on training as students complete their high school education. Because of iCEV, students can earn industry-backed certifications while completing regular coursework through a series of pre-built, online curricula.

“As an organization that builds its reputation around its people, we deeply understand the need to provide students with a variety of opportunities to develop their professional and interpersonal communication skills,” said Linda Rutherford, Vice President, Communication & Outreach at Southwest Airlines. “We’re confident this course will challenge students and provide the essential training they need in order to thrive in a career or postsecondary environment.”

In addition to the Professional Communications certification, CEV Multimedia offers opportunities to earn certifications in other CTE areas, such as agricultural science, business

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and marketing, and family and consumer sciences education. CEV Multimedia is developing 20 additional certifications and aims to offer more than 60 industry-backed certifications across seven areas of CTE by the spring of 2016.

About CEV Multimedia

With 30 years of experience, CEV specializes in providing quality Career & Technical Education (CTE) curriculum and education resources for several major subject areas: Agricultural Science and Technology, Family & Consumer Sciences, Business Education, Marketing Education, Trade and Industrial Education and Career Exploration. CEV received the U.S Chamber of Commerce's Blue Ribbon Small Business Award in 2012 and has been honored numerous times for its excellence in content creation and exemplary business practices. In 2012, CEV introduced iCEV, an online platform revolutionizing the way CEV produces and delivers educational content. iCEV is the most comprehensive, online resource for CTE educators and students. With iCEV's learning-on-demand capabilities, video clips stream instantly to any device with Internet capabilities. For more information, visit www.icevonline.com.

About Southwest Airlines Co.

In its 44th year of service, Dallas-based Southwest Airlines (NYSE: LUV) continues to differentiate itself from other air carriers with exemplary Customer Service delivered by nearly 46,000 Employees to more than 100 million Customers annually. Southwest and wholly owned subsidiary AirTran Airways operate nearly 3,600 flights a day, serving 93 destinations across the United States and five additional countries. Service to San Jose, Costa Rica, begins in March 2015, subject to government approvals.

Based on the U.S. Department of Transportation's most recent data, Southwest Airlines is the nation's largest carrier in terms of originating domestic passengers boarded. The Company operates the largest fleet of Boeing aircraft in the world, a majority of which are equipped with satellite-based WiFi connectivity while over the United States that enables video-on-demand and a free, live TV offering of 13 channels compliments of DISH. Bags Fly Free® at Southwest Airlines (first and second checked pieces of luggage, size and weight limits apply), and there are never change fees, although fare differences might apply. In September 2014, the airline proudly unveiled *Heart*, a new aircraft livery, airport experience, and logo, showcasing the dedication of Southwest Employees to connect Customers with what's important in their lives.

From its first flights on June 18, 1971, Southwest Airlines launched an era of unprecedented affordability in air travel described by the U.S. Department of Transportation as "The Southwest Effect," a lowering of fares and increase in passenger traffic wherever the carrier serves. With 41 consecutive years of profitability, Southwest is one of the most honored airlines in the world, known for a triple bottom line approach that contributes to the carrier's performance and productivity, the importance of its People and the communities they serve, and an overall commitment to efficiency and the planet. The 2013 Southwest Airlines One Report™ can be found at Southwest.com/citizenship.

Book Southwest Airlines' low fares online at Southwest.com or by phone at 800-I-FLY-SWA.

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