



Press Release

FOR IMMEDIATE RELEASE

***Taste of THE Beach ticket holders
Get Southwest Airlines Discount Fare Card -***

***Taste of Bay ticket holders are
VIP for Clint Black concert!***

SANTA ROSA BEACH, Fla. (Oct. 18, 2010) – Ticket holders for Taste of THE Beach, Northwest Florida’s premier culinary and wine celebration held Nov. 4 through 7, will receive a discount of 10 percent off Southwest Airlines Wanna Get Away fares.

The exclusive offer, which will be provided by Southwest Airlines through a complimentary Taste of THE Beach discount fare savers card, will be given to every event guest upon event check in. The discount will be available Nov. 11, 2010 through March 31, 2011 and the flight options can be found at www.southwest.com.

FRLA in conjunction with Panama City Beach CVB and Mark Hess Presents Clint Black live in Concert Friday, November 5th, 2010 at 8:30 PM. TASTE OF BAY ticketholders get free admission along with VIP Stage Front Access. Get your Ticket's Today!

“Taste of THE Beach has quickly become known as an unparalleled regional culinary and wine event with a strong charitable component. But the Southwest Airlines fare savers card means we are giving our guests long-term value that extends beyond the experience of this unique event,” said Kitty Whitney, president and CEO of the Walton Area Chamber of Commerce and chair of the Taste of THE Beach executive committee.

Ticket sales, which launched in August, have been strong, said Taste of THE Beach officials, and the added Southwest discount is expected to result in an early sell out for several of the events, some starting as low as \$35 for a ticket.

“As we go into our third year of celebrating the lifestyle and culture of Northwest Florida’s Gulf Coast with Taste of THE Beach, we are seeing ticket sales rates rise much earlier this year. To ensure attendance at any of our seven events, this year we are strongly recommending advanced ticket purchases,” said Whitney.

Taste of THE Beach tickets are available online at www.tasteofthebeachfla.org or by calling (850) 267-0683.

Taste of THE Beach was founded in 2008 by the Walton Area Chamber of Commerce and the Destin charity Wine Auction Foundation to highlight the area's beaches, culture and restaurants, paired with unique wine events and a charity auction. Taste of THE Beach 2010, which is presented in party by Southwest Airlines, includes Taste of the Harbor at the Emerald Grande in Destin on Nov. 4; Taste of the Bay Wine & Food Experience at Pier Park in Panama City Beach on Nov. 5; Al Fresco Reserve Tasting in Ruskin Place in Seaside on Nov. 5; Teluride MountainFilm Festival at WaterColor on Nov. 5 and 6; Seeing Red Wine Festival in Seaside on Nov. 6; Winemakers & Shakers Dinners on Nov. 6 at select restaurants across the Emerald Coast; and the Taste of THE Beach & Charity Auction at Hilton Sandestin Beach Golf Resort & Spa on Nov. 7.

*(Editor's note: High-resolution images can be downloaded from:
<http://TheLastWord.zenfolio.com/totb2010>; password – totb)*

About Taste of THE Beach:

- Taste of THE Beach is an annual culinary and wine celebration located on Northwest Florida's Gulf Coast. Taste of THE Beach 2010, which will be held Thursday, Nov. 4 to Sunday, Nov. 7, will offer seven events at several of the area's beachside-resort destinations. In its third year, Taste of THE Beach, which is sponsored by Southwest Airlines, is a collaborative effort between the Walton Area Chamber of Commerce and Destin Charity Wine Auction Foundation (DCWAF). For more information, including specific event and ticket details, please go to <http://www.tasteofthebeachfla.com> or call (850) 267-0683.

- **The Walton Area Chamber of Commerce** is involved in numerous initiatives and programs that positively affect the region's business community. For more information on the Walton Area Chamber of Commerce, please go to www.waltonareachamber.com or call (850) 267-0683.

- **Destin Charity Wine Auction** is a local nonprofit hosting one of the country's largest annual wine auctions to benefit local children's charities. In less than five years, the foundation has raised more than \$4 million to help children in critical need. For more information about DCWAF, please go to www.dcwaf.org or call (850) 650-3732.

- Southwest Airlines:

After nearly 39 years of service, Southwest Airlines continues to differentiate itself from other low fare carriers—offering a reliable product with exemplary Customer Service. Southwest Airlines is the nation's largest carrier in terms of originating domestic passengers boarded, now serving 69 cities in 35 states. Southwest also is one of the most honored airlines in the world known for its commitment to the triple bottom line of Performance, People, and Planet. To read more about how Southwest is doing its part to be a good citizen, visit southwest.com/cares to read the One Report. Based in Dallas, Southwest currently operates more than 3,300 flights a day and has nearly 35,000 Employees system-wide. www.southwest.com