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John G. Albertini, MD, FACMS
American College of Mohs Surgery
555 East Wells Street, Suite 1100
Milwaukee, WI 53202
(417) 347-1103

August 21, 2015

Dear Dr. Albertini,

Thank you for your letter and for sharing your point of view. I am familiar with the commercial you referenced and acknowledge your concerns.

At Southwest Airlines, our focus is connecting Customers to what's important in their lives. This particular commercial was meant to highlight an upcoming travel sale by using light-hearted humor to showcase the great lengths a female Customer might go to in preparation for an event such as a high school reunion. Our intention was never to suggest or support the harmful use of tanning and apologize if this was how the commercial was interpreted.

We are taking immediate corrective steps to edit the voiceover to exclude the reference to tanning.

More importantly, we value our Customers greatly, and I sincerely appreciate you bringing this issue to my attention. I hope this proposal will alleviate your concerns.

Kindest regards,

A handwritten signature in blue ink that reads "Gary".

Gary Kelly

GCK/hl

Copy to: Ginger Hardage