

Southwest Airlines Rapid Rewards Frequent Flyer Program Launches Vacation Destination Giveaway

Eight-Week Promotion Offers Daily Opportunities To Win Prizes

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DALLAS, June 21, 2010 /PRNewswire via COMTEX/ --Just in time for the first day of summer, Southwest Airlines (NYSE LUV) is launching a Vacation Destination Giveaway through the airline's frequent flyer program, Rapid Rewards. The eight-week promotion begins today and runs through August 15, 2010. Members will have a daily opportunity to answer Rapid Rewards trivia questions and play an instant win game with prizes including Rapid Rewards credits and free (See Terms and Conditions below) roundtrip tickets. The promotion will also feature a Southwest destination each week. To register for the promotion and see complete details, visit: southwest.com/vac8iondestin8ion. To view a blog post, visit: <http://www.blogsouthwest.com/blog/behind-scenes-southwests-new-denver-advertisements>

"Our Vacation Destination Giveaway is a fun way for us to engage and educate our Members about our breadth of service and our Rapid Rewards program," said Ryan Green, Southwest's Director of Customer Loyalty. "We will feature eight of our 69 destinations, and then give our Members a chance to win a trip to go, see, and do."

It is fast and easy to earn free travel through Rapid Rewards. Rapid Rewards Members earn credits by flying or using the program's Preferred Partners. It takes just eight roundtrips, or 16 credits, to qualify for an Award ticket. However, Members can accelerate their earnings by using the Southwest Airlines Rapid Rewards Credit Card from Chase, doing business with any of the airline's other Preferred Partners, or by purchasing Southwest's Business Select fares when flying. Plus, once it's earned, Southwest Airlines allows the Member to transfer the Award to anyone.

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 systemwide.

Terms and Conditions:

The Rapid Rewards Award is free, but travel is subject to the government-imposed September 11th Security Fee of up to \$10 per roundtrip. Travel good on Southwest Airlines published, scheduled service. All Rapid Rewards rules and regulations apply. No purchase necessary. A purchase of any kind will not increase your chances of winning. Must be a Rapid Rewards Member and legal resident of the 50 United States (D.C.) 18 and older to enter. Void where prohibited. Contest ends 8/15/10. To enter and for official rules, go to southwest.com/vacationdestination.

www.southwest.com

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