

Southwest Airlines Announces Rapid Rewards Double Credits for Flights To/From Philadelphia and Carrier's D.C. Area Airports

Fly to or from Philadelphia or the DC area and Earn Double Rapid Rewards Frequent Flyer Credit

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DALLAS, July 15, 2010 /PRNewswire via COMTEX/ --

Southwest Airlines (NYSE: LUV) has introduced a double credit Rapid Rewards frequent flyer promotion when Members travel between Philadelphia and Baltimore/Washington, or Washington (Dulles) from July 15 through September 30, 2010. Rapid Rewards Members can earn two credits for every one-way flight (four credits when traveling roundtrip), and at that rate, Members can earn a free* flight after just four roundtrip flights. Members who purchase a Business Select Fare will receive additional credit--2.25 credits for flights less than 750 miles and 3.0 credits for flights 750 miles or longer, making it even faster to earn an Award. To qualify, Rapid Rewards Members must register or join prior to travel by visiting: www.southwest.com/phillydcdouble. Members must register and book their flights between July 15, 2010, and August 11, 2010, for travel July 15 through September 30, 2010.

It is fast and easy to earn free travel through Southwest's Rapid Rewards frequent flyer program. Rapid Rewards Members can earn credits by flying, or using the program's Preferred Partners. It takes just eight roundtrip flights, or 16 credits, to qualify for an Award; 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 an Award has been earned, Southwest Airlines allows the Member to transfer the Award to anyone.

After 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 learn more about how Southwest is doing its part to be a good citizen, visit southwest.com/cares to read the Southwest One Report(TM). Based in Dallas, Southwest currently operates more than 3,300 flights a day and has nearly 35,000 Employees systemwide.

Terms & Conditions

* The Rapid Rewards Award is free, but travel is subject to the government-imposed September 11 Security Fee of up to \$10 per roundtrip. Travel good on Southwest Airlines published, scheduled service.

One additional credit per one-way will be issued regardless of fare purchased. Business Select Customers will receive 2.25 for flights less than 750 miles and 3.0 for flights 750 or longer. Member must register for this promotion between July 15, 2010 and August 11, 2010, and registration must be completed prior to commencement of travel. Reservation must be booked between July 15, 2010 and August 11, 2010 for travel into or out of Philadelphia, Baltimore/Washington, or Washington (Dulles). Qualifying travel must be flown between July 15, 2010 and September 30, 2010. Rapid Rewards account number must be entered at time of booking. Travel on Award or Companion Pass does not qualify for promotion. Bonus credits do not count toward A-List qualification. Rapid Rewards credit will post to your account within four days of completing travel. Changes made to the itinerary after purchase may eliminate qualification for this promotion. All Rapid Rewards rules and regulations apply.

www.southwest.com

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