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Southwest Airlines Gives Customers Double Rapid Rewards Credits

Carrier Offers Double Credit Promotion for Six Weeks

DALLAS, Sept. 17 /PRNewswire-FirstCall/ -- Southwest Airlines announced today that Rapid Rewards frequent flyer program Members who register for the Double Credit promotion, book a flight, and travel between Sept. 17 and Oct. 31, 2009, will receive one bonus Rapid Rewards credit per one-way flight--no matter where they fly. By taking advantage of this promotion, Members can rack up four credits when traveling a single roundtrip from any city that Southwest serves. Customers will be able to earn a free flight after four roundtrips during the promotional period (after receiving a total of 16 credits). Check out the details of the promotion at www.southwest.com.

"Southwest Airlines is rewarding our loyal Members by giving them an added benefit to flying with Southwest," said Ryan Green, Southwest's Director of Customer Loyalty Marketing. "Our Business Select Customers will especially enjoy this offer because they will receive 2.25 credits for shorthaul flights and 3.0 credits for medium and longhaul flights--earning them a free Southwest Award flight in no time!"

Southwest Airlines Rapid Rewards program allows Members to earn free flights to Southwest Airlines' 67 destinations simply by flying eight roundtrips in 24 consecutive months. Southwest Customers that aren't Rapid Rewards Members can enroll at www.southwest.com/rrbonus to become a Member and be automatically registered in the promotion.

After 38 years of service, Southwest Airlines, the nation's leading low-fare carrier, continues to stand above other airlines--offering a reliable product with exemplary Customer Service. At Southwest Airlines, bags fly free. Customers can check their first two bags at no extra charge (size and weight limits apply). Southwest is the most productive airline in the sky and offers Customers a comfortable traveling experience with all premium leather seats and plenty of legroom. Southwest Airlines (NYSE: LUV), the nation's largest carrier in terms of domestic passengers enplaned, currently serves 67 cities (adding Milwaukee Nov. 1, 2009) in 34 states. Based in Dallas, Southwest currently operates more than 3,200 flights a day and has nearly 35,000 Employees systemwide.

RULES:

One additional credit per one-way flight will be issued regardless of fare purchased. Members must register for this promotion between Sept. 17 and Oct. 31, 2009 to qualify, and registration must be completed prior to commencement of travel. Reservations must be booked between Sept. 17 and Oct. 31, 2009. Travel must be completed between Sept. 17 and Oct. 31, 2009. The Rapid Rewards Award is free, but travel is subject to the government-imposed September 11th Security Fee of up to \$10 per roundtrip.

Business Select Customers will receive 2.25 credits for flights less than 750 miles and 3.0 credits for flights 750 miles or longer. Visit www.southwest.com/rapid_rewards/rr_promotions for complete Terms and Conditions. All Rapid Rewards rules and regulations apply.

www.southwest.com

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