

October 14, 2013



# Southwest Airlines Kicks Off Fall Travel Season With Double Rapid Rewards® Points And Extended Booking Dates

**-- Through Nov. 21, 2013, Members earn Double Points on Flights Nationwide**

**-- Flight Schedules Extended for Travel Through Early June 2014**

**-- New Nonstop Travel Options on Southwest Airlines for Atlanta**

DALLAS, Oct. 14, 2013 /PRNewswire/ -- As the weather cools down, [Southwest Airlines](#) (NYSE: LUV) is heating things up by offering Rapid Rewards® Members double points on all flights systemwide booked through Southwest, and traveled today through Nov. 21, 2013. Members must register at [southwest.com/nationwidedouble](#), book through Southwest, and complete travel between Oct. 14, 2013, and Nov. 21, 2013. Customers not yet enrolled in Rapid Rewards® and interested in participating in the nationwide offer may simply enroll through the same special registration page during the promotional period.

Southwest Airlines Rapid Rewards® also is offering triple points on San Juan flights booked through Southwest and completed by Dec. 12, 2013. To participate in this promotion, Members or Customers may visit [www.southwest.com/sjutriplepoints](#) to register or enroll in Rapid Rewards, then book their San Juan flight through Southwest, and travel by Dec. 12, 2013.

Along with the Rapid Rewards® bonus points offers, Southwest has extended its bookable flight schedule today for travel through Jun. 6, 2014. Starting in April 2014, Atlanta Customers will see new route conversions for nonstop travel on Southwest as part of the airline's integration of AirTran Airways.

**To Celebrate New Nonstop Service for Atlanta on Southwest Airlines Beginning Apr. 7, fares are as low as:**

- \$99 one-way between Atlanta and Jacksonville
- \$119 one-way between Atlanta and Kansas City
- \$119 one-way between Atlanta and Philadelphia
- \$129 one-way between Atlanta and Boston Logan
- \$149 one-way between Atlanta and San Antonio

These [low fares](#) are available for purchase on [southwest.com](#) today through Sunday, Oct. 20, 2013, 11:59 p.m. in the respective time zone of the originating city. Travel is valid Apr. 7 through May 15. Restrictions and exclusions apply. Now you can find more options, including AirTran sale fares on [southwest.com](#).

Popular seasonal routes return beginning in April 2014 that include nonstop service between Baltimore/Washington and Seattle, Cleveland and Las Vegas, Kansas City and Oakland, Jacksonville and Las Vegas, and San Diego and St. Louis. AirTran Airways will offer returning seasonal nonstop service between Cancun and San Antonio.

### **RAPIDS REWARDS NATIONWIDE DOUBLE POINTS TERMS AND CONDITIONS**

Member must register for this promotion between October 14, 2013, and November 21, 2013, and registration must be completed prior to commencement of travel. Valid on new reservations booked within the promotional period. Member's flight must be booked through Southwest Airlines between October 14, 2013, and November 21, 2013. Member's flight must be completed between October 14, 2013, and November 21, 2013. Visit [www.southwest.com/nationwidedouble](http://www.southwest.com/nationwidedouble) for complete Terms and Conditions. All Rapid Rewards rules and regulations apply.

### **RAPID REWARDS SAN JUAN TRIPLE POINTS TERMS AND CONDITIONS:**

Member must register for this promotion between October 10, 2013, and December 12, 2013, and registration must be completed prior to commencement of travel. Valid on new reservations booked within the promotional period. Member must book through Southwest Airlines between September 12, 2013, and December 12, 2013 for travel into or out of San Juan, Puerto Rico. San Juan travel must be completed between October 10, 2013, and December 12, 2013. Visit [www.southwest.com/sjutriplepoints](http://www.southwest.com/sjutriplepoints) for complete Terms and Conditions. All Rapid Rewards rules and regulations apply.

### **SOUTHWEST AIRLINES FARE RULES**

Fares are available only on [southwest.com](http://southwest.com) or [swabiz.com](http://swabiz.com) and can be purchased today through Oct. 20, 2013, 11:59 pm for the respective time zone of the originating city. Travel must take place between Apr. 7, 2013, and May 15, 2014. Fares valid on nonstop service only. Blackout dates apply for Apr. 17 through Apr. 22, 2014. Some flights are operated by AirTran Airways. Displayed fares include all government taxes and fees. Seats are limited. Fares may vary by destinations, flight, and day of week and won't be available on some flights that operate during very busy travel times and holiday periods. Fares are available for one-way travel. Fares may be combined with other combinable fares. If combining with other fares, the most restrictive fare rules apply. Fares are nonrefundable but may be applied toward the purchase of future travel on Southwest Airlines. Fares are not available through the Group Desk. Any change in the itinerary may result in an increase in fare. Standby travel requires an upgrade to the Anytime fare. Fares are subject to change until ticketed. Fares are valid on published, scheduled service only.

### **ABOUT SOUTHWEST AIRLINES CO.**

In its 43<sup>rd</sup> year of service, Dallas-based Southwest Airlines (NYSE: LUV) continues to differentiate itself from other carriers with exemplary Customer Service delivered by more than 45,000 Employees to more than 100 million Customers annually. Southwest is the nation's largest carrier in terms of originating domestic passengers boarded, and including wholly-owned subsidiary, AirTran Airways, operates the largest fleet of Boeing aircraft in the world to serve 97 destinations in 41 states, the District of Columbia, the Commonwealth of Puerto Rico, and six near-international countries. Southwest is one of the most honored airlines in the world, known for its triple bottom line approach that takes into account the carrier's performance and productivity, the importance of its People and the communities it

serves, and its commitment to efficiency and the planet. The 2012 Southwest Airlines One Report™ can be found at [southwest.com/citizenship](https://www.southwest.com/citizenship).

### Southwest Airlines

From its first flights on June 18, 1971, Southwest Airlines launched an era of unprecedented affordability in air travel quantified by the U.S. Department of Transportation as "The Southwest Effect," a lowering of fares and increase in passenger traffic wherever the carrier serves. On every flight, Southwest offers Customers the first two pieces of checked luggage (weight and size limitations apply) and all ticket changes without additional fees. Southwest's all Boeing fleet consistently offers leather seating and the comfort of full-size cabins, many of which are equipped with satellite-based WiFi connectivity and a new, sustainable cabin interior. With 40 consecutive years of profitability, the People of Southwest operate more than 3,200 flights a day and serve communities around 86 airports in Southwest's network of domestic destinations. Southwest Airlines' frequent flights and low fares are available only at [southwest.com](https://www.southwest.com).

### AirTran Airways

AirTran Airways, a wholly-owned subsidiary of Southwest Airlines Co., offers coast-to-coast and near-international service with nearly 500 flights a day to 47 destinations. The carrier's high-quality product includes assigned seating and Business Class. As Southwest continues to integrate AirTran's People, places, and planes into Southwest Airlines, Customers of both carriers may book flights at [airtran.com](https://www.airtran.com) and exchange earned loyalty points between both AirTran's A+ Rewards® and Southwest's Rapid Rewards® for reward travel on either airline.

[southwest.com](https://www.southwest.com)

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