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# Southwest Airlines Rapid Rewards Welcomes Avis Rent A Car Onboard

## Southwest Airlines Adds Avis as New Preferred Partner to the Carrier's Frequent Flyer Program

DALLAS, June 19 /PRNewswire-FirstCall/ -- Southwest Airlines announced today that the carrier's award-winning frequent flyer program, Rapid Rewards, has added Avis Rent A Car as a new Preferred Partner. The Avis alliance will allow the Southwest Airlines' Rapid Rewards program to acquire new Members from Avis and build additional brand loyalty with co-branded promotions. Rapid Rewards Members will save up to 25 percent on Avis rentals and will earn Rapid Rewards credit when renting from Avis.

To celebrate the kickoff, now through August 15, 2008, Members can receive triple credit on a weekly rental of five or more days. To receive the bonus credits, Members must visit [southwest.com](http://www.southwest.com) and include code K024700 in the Corporate ID/Rate field. For more information, including terms and conditions, visit <http://www.southwest.com>.

"We are excited about the tremendous opportunities that our new alliance with Avis will bring to our Customers," said Ryan Green, Southwest Airlines' Director of Customer Loyalty. "We are constantly looking at ways to improve our Rapid Rewards program, and teaming up with Avis will bring more value and benefits to the traveling experience."

"We're pleased to share the great benefits found at Avis Rent A Car with Rapid Rewards Members as they move about the country," said Kaye Ceille, Senior Vice President of Worldwide Travel and Partnership Sales for Avis Budget Group, Inc., parent company of Avis. "We look forward to offering their Members Avis' world-renowned 'We Try Harder' service and the convenience of our industry-leading latest technology."

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, like Avis. It takes just eight roundtrips to qualify for an Award, but Members can accelerate their earnings by using the Southwest Airlines Rapid Rewards Visa Signature Card, 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. The Award is free but subject to the U.S. government September 11th Security Fee of up to \$10 roundtrip.

### About Southwest Airlines

After 37 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 most productive airline in the sky and offers Customers a comfortable traveling experience. Southwest recently updated its gate areas and improved its boarding procedure to make flying Southwest convenient and simple. Southwest Airlines (NYSE: LUV), the nation's largest carrier in terms of domestic passengers enplaned, currently serves 64 cities

in 32 states. Based in Dallas, Southwest currently operates more than 3,400 flights a day and has more than 34,000 Employees systemwide.

#### About Avis

Avis Rent A Car System, LLC and its subsidiaries operate one of the world's leading car rental brands, providing business and leisure customers with a wide range of services at more than 2,100 locations in the United States, Canada, Australia, New Zealand and the Latin American / Caribbean region. Avis is one of the world's top brands for customer loyalty, as ranked in the 2008 Brand Keys(R) Customer Loyalty Engagement Index. The company is a wholly owned subsidiary of Avis Budget Group, Inc. (NYSE: CAR). For more information, visit <http://www.avis.com>.

<http://www.southwest.com>

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