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Southwest Airlines(R) Announces New Dining Program for Rapid Rewards(R) Members

Rapid Rewards Members will receive extra credit in their Rapid Rewards account while enjoying dinner in a network of more than 9,000 restaurants in the United States and Canada.

DALLAS, Nov. 18 /PRNewswire-FirstCall/ -- Southwest Airlines Customers now have even more reasons to eat out. The airline announced today Rapid Rewards Dining(TM) -- a new dining program for their Rapid Rewards Members that allows them the ability to earn Rapid Rewards credits when dining at more than 9,000 restaurants, bars, and clubs across the United States and Canada.

Registering to become a Rapid Rewards Dining Member is easy. Just visit <http://www.rapidrewardsdining.com> or call 1-800-771-7579, 9 am to 10 pm ET, Monday - Friday. With this free program, Dining members can register up to five (5) major credit and/or debit cards to track all their purchases. Dining Members will receive a quarter credit (0.25) after the first \$25 spent as an enrollment bonus, and then a quarter credit (0.25) for every \$100 spent at participating merchants thereafter.

"We are extremely pleased to bring this service to all of our Rapid Rewards Members," said Ryan Green, Southwest Airlines Director of Customer Loyalty. "With this program, our Members can accumulate Rapid Rewards credits as they go about their daily lives. They just have to register their regular credit/debit card -- and of course, there are no fees to join!"

This program was made possible thanks to an alliance with Rewards Network, a leader in frequent dining programs in North America. "Rewards Network is excited to be a Preferred Partner of Southwest Airlines and to participate in the Rapid Rewards program by offering Rapid Rewards Dining," said Ron Blake, Rewards Network President and CEO. "Members love the opportunity to earn travel awards when dining at any of thousands of fast casual, family friendly, business, and fine dining restaurants. And our merchants are excited about the opportunity to reach Southwest Airlines' Customers through our participation in Rapid Rewards Dining."

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 offers a very comfortable ride with all premium leather seats and plenty of legroom with a young all Boeing 737 fleet. 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.

<http://www.southwest.com>

About Rewards Network

Rewards Network (Nasdaq: DINE), headquartered in Chicago, Illinois, operates the leading frequent dining programs in North America. Thousands of participating restaurants and other merchants benefit from the Company's extensive email, internet and print marketing efforts; member ratings, feedback and reporting; and access to capital. In conjunction with leading airline frequent flyer programs and other affinity organizations, Rewards Network provides millions of members with incentives to dine at participating restaurants, including airline miles and credits, college savings rewards, reward program points, and Cashback Rewards(SM) savings. Additional details about Rewards Network can be found at <http://www.rewardsnetwork.com> or by calling 1-877-491-3463.

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