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# Southwest Airlines Rapid Rewards Welcomes Teleflora

*Southwest Airlines Adds Teleflora as New Preferred Partner to the Carrier's Frequent Flyer Program*

DALLAS, Jan. 26 /PRNewswire-FirstCall/ -- LUV flying and flowers? Then Southwest Airlines has the deal for you. The airline announced today that the carrier's award-winning frequent flyer program, Rapid Rewards, has added Teleflora, the world's leading floral wire service, as a new Preferred Partner. The Teleflora-Southwest alliance will allow Southwest Airlines Rapid Rewards' Members to earn one-half of a credit on each order that costs between \$34.95 - \$99.99, and one full credit on each flower order that costs \$100 or more. Rapid Rewards Members will be directed to [www.rapidrewards.flowerclub.com](http://www.rapidrewards.flowerclub.com) to make floral purchases with Teleflora, or they can call the dedicated phone line (800) 355-4381.

"With Valentine's Day right around the corner, you can have your flower arrangement delivered to your home while you get credit for traveling! It's like having a bonus every time you buy a gift," said Ryan Green, Southwest Airlines' Director of Customer Loyalty. "We saw a great opportunity for our customers in this alliance, and teaming with Teleflora will bring an added value to our Rapid Rewards program."

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 Teleflora, the premier flower source that only offers hand-arranged, hand-delivered beautiful floral gifts and plants by neighborhood florists. It takes just eight roundtrips, or 16 credits, to qualify for an Award. However, 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.

"Teleflora's Flower Club is proud to partner with Southwest Airlines, one of the nation's leading low-fare carriers to offer its members credits for purchasing our beautiful arrangements. Everybody loves to receive a bouquet, and Teleflora has something for everyone no matter what the reason or occasion. With a network of 20,000 local florists, Teleflora will be able to meet all of Southwest customer's floral buying needs," said Jim Morris, Director Partnership Development at Teleflora.

## *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 (soon to be 65 with the addition of Minneapolis-St. Paul in March 2009) in 32 states. Based

in Dallas, Southwest currently operates more than 3,200 flights a day and has more than 35,000 Employees systemwide.

#### *About Teleflora*

Teleflora is the world's leading flower service offering the best choice in flower arrangements and convenient local delivery. Headquartered in Los Angeles, California, Teleflora has over 20,000 member florists throughout the U.S. and Canada, with an additional 20,000 affiliated florists outside North America. Teleflora offers industry-leading floral arrangements and gifts. Through its extensive member florists' network, Web sites including [www.teleflora.com](http://www.teleflora.com) and [www.findaflorist.com](http://www.findaflorist.com), and its toll-free line 1-800-TELEFLORA, the company offers consumers fast, convenient and high-quality flowers and keepsake products.

<http://www.southwest.com/>

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