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Southwest Airlines Selects Wunderman as Agency of Record for Rapid Rewards Program

DALLAS, Feb. 3 /PRNewswire-FirstCall/ -- Southwest Airlines has selected Wunderman as its Agency of Record for the airline's award-winning frequent flyer program, Rapid Rewards. The account will be managed from Wunderman's Irvine, California office and will utilize the resources of the Wunderman network.

Wunderman will be tasked with strategic, creative, and analytical responsibilities related to Rapid Rewards marketing communications programs. Southwest and the agency will work together to develop campaigns in a range of mediums.

"We chose Wunderman because of their strategic vision, their ability to provide innovative solutions, and the personal chemistry that they demonstrated with our team," said Kevin Krone, Vice President Marketing, Sales, and Distribution. "They've shown that they know how to marry creativity and innovation to reach consumers effectively."

"Southwest Airlines knows their Customers," said Wunderman North American Managing Partner Dan Olson. "Wunderman's role is to provide fresh thinking that will spur growth and energize their ability to create meaningful dialogue and deeper relationships with Rapid Rewards Members."

About Rapid Rewards

Southwest Airlines Rapid Rewards Members earn credits by flying or using the program's Preferred Partners. It takes just eight roundtrips to qualify for a Reward, 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.

About Southwest

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 (Southwest will begin service to Minneapolis/St. Paul in March 2009). Based in Dallas, Southwest currently operates more than 3,200 flights a day and has more than 35,000 Employees systemwide.

About Wunderman

Wunderman creates impactful conversations between clients and their customers. For 50 years, listening has been at the core of every campaign and vital to success. Strong, lifelong, *profitable* customer conversations result from getting the right people talking, in the right way, at the right time. Wunderman constantly looks for deep customer insights and new and better ways to create these conversations.

Wunderman's global network spans 15 companies and 130+ offices in 55 countries. The company has an enviable roster of blue chip clients and expertise across every channel and discipline. Last year, *Advertising Age* ranked Wunderman the #1 marketing services network in the world. In the U.S and around the world, Wunderman consistently ranks in the Top 10 Direct and Digital agency lists. The Cannes Lions International Advertising Festival recognized its work with the Direct Grand Prix two years in a row and Forrester Research acknowledges the depth of its capabilities. Wunderman, part of Young & Rubicam Brands, is a member of WPP (Nasdaq: WPPGY).

www.southwest.com

SOURCE Southwest Airlines