

June 15, 2009



# **Southwest Airlines 'Partnerpalooza' Rewards Customers With Special Deals From Preferred Partners; Grand Prize Sweepstakes**

*Southwest Airlines Offers Deals Through Select Rapid Rewards Preferred Partners, Begins Sweepstakes to Win Free Tickets for a Year*

DALLAS, June 15 /PRNewswire-FirstCall/ -- What's better than earning a free ticket through Southwest Airlines' frequent flyer program, Rapid Rewards? Earning 12 free Rapid Rewards Award tickets for you and a friend! The Southwest Airlines Rapid Rewards program is holding "Partnerpalooza" June 15 through September 15, 2009. Rapid Rewards Members who make a purchase with any Rapid Rewards Preferred Partners will have the chance to win prizes including free travel and Companion Pass for one year as well as A-List status for one year! Rapid Rewards Members will also have the chance to play an Instant-Win game daily to win prizes from some Rapid Rewards Preferred Partners. For a complete list of special Partnerpalooza offers, visit: [www.southwest.com/partnerpalooza](http://www.southwest.com/partnerpalooza). To view a blog post on Partnerpalooza, visit: [www.blogsouthwest.com/blog/southwest-airlines-partnerpalooza](http://www.blogsouthwest.com/blog/southwest-airlines-partnerpalooza).

"We're kicking off Partnerpalooza because we wanted to show our valued Customers how grateful we are for their business," said Ryan Green, Southwest's Director of Customer Loyalty. "We're giving away free airline tickets through our sweepstakes, and our Preferred Partners are sponsoring great deals, making it easier and more affordable for our Customers to travel this summer."

Earning entries into the Partnerpalooza sweepstakes is easy. Current Rapid Rewards Members who register for the promotion, then make a purchase with any Rapid Rewards Preferred Partner using their Rapid Rewards Credit Card from Chase during the promotional period will earn two entries into the sweepstakes. Don't have a Rapid Rewards Credit Card yet? Don't worry--simply register for the promotion, then apply and get approved for the Rapid Rewards Credit Card from Chase during the promotional period and receive four sweepstakes entries! Rapid Rewards Members who make a purchase from any of our Rapid Rewards Preferred Partners using any other form of payment other than the Rapid Rewards card by Chase earn one sweepstakes entry. Rapid Rewards Dining Program Members also earn one entry into the sweepstakes. By signing up for the Rapid Rewards Dining Program during the promotional period, Members also can earn one entry into the sweepstakes.

Not only can Rapid Rewards Members earn prizes during Partnerpalooza, they also can get great deals with many of Southwest's Preferred Partners. For example, Rapid Rewards Members receive six times the Rapid Rewards credits at six Hyatt brands worldwide with a minimum two-night stay (offer expires Aug. 31, 2009). Members can also save up to 40 percent, plus earn Double Rapid Rewards credit, on rentals of three or more days at Avis Rent A Car.

In addition to the 42 instant win prizes and the sweepstakes grand prize of 12 Rapid Rewards Award Tickets and a Rapid Rewards Companion Pass for one year, sweepstakes entrants are also eligible to win the first prize of six Rapid Rewards Award Tickets and a Rapid Rewards Companion Pass for one year, or the second prize of two Rapid Rewards Award Tickets and Rapid Rewards A-List status for one year.

#### *About Rapid Rewards*

Rapid Rewards Members earn credits by flying or using the frequent flyer program's Preferred Partners. It takes just eight roundtrips to qualify for an Award, but Members can accelerate their earnings by using the Southwest Airlines Rapid Rewards Credit 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, the Southwest Airlines Award may be transferred by the Member to anyone he/she chooses. The Award is free but subject to the U.S. government September 11th Security Fee of up to \$10 roundtrip.

#### *About Southwest Airlines*

After 38 years of service, Southwest Airlines, the nation's leading low-fare carrier, is the most productive airline in the sky and offers Customers a comfortable traveling experience. Southwest offers all premium leather seats and plenty of legroom with a young all-Boeing 737 fleet. Southwest Airlines (NYSE: LUV) currently serves 65 cities in 33 states, with service beginning to New York LaGuardia, Boston Logan, and Milwaukee later this year. Based in Dallas, Southwest currently operates more than 3,300 flights a day and has more than 35,000 Employees systemwide.

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

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