

October 12, 2009



Southwest Airlines Rapid Rewards Welcomes The Venetian and The Palazzo Las Vegas Onboard

Southwest Adds Both Las Vegas Resort-Hotel-Casino Properties as New Preferred Partners to the Carrier's Frequent Flyer Program

DALLAS, Oct. 12 /PRNewswire-FirstCall/ -- Southwest Airlines announced today the addition of The Venetian and The Palazzo Resort-Hotel-Casino properties as new preferred partners of the carrier's frequent flyer program, Rapid Rewards. Rapid Rewards Members now have the option to earn Rapid Rewards credit for each qualifying stay at both hotel properties. Additionally, Members who book their hotel stays on southwest.com by Nov. 5, 2009, can earn double credit for stays through Dec. 31, 2009. To book a reservation, visit: southwest.com.

"Southwest is the largest airline serving Las Vegas, and this new partnership with The Venetian and The Palazzo brings added value to the millions of Customers we transport to Las Vegas each year," said Ryan Green, Southwest's director of customer loyalty.

"We are pleased to be the first and only Las Vegas Resort-Hotel-Casino property to partner with Southwest Airlines on their renowned Rapid Rewards Program," stated Manny Olaiz, senior vice president of leisure sales for The Venetian and The Palazzo. "Consumers who participate in this program and stay at one of our Las Vegas properties will enjoy luxurious amenities and excellent service while earning Rapid Reward credits towards their next flight on Southwest Airlines. This is a great benefit and added value for our guests."

About Southwest Airlines

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. 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 Credit Card from Chase, 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-imposed September 11th Security Fee of up to \$10 roundtrip.

After 38 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 67 cities in 34 states. Based in Dallas, Southwest currently operates more than 3,200 flights a day and has more than 35,000 Employees systemwide.

About The Venetian Resort-Hotel-Casino Las Vegas

The Venetian Resort-Hotel-Casino, the largest property in the country to receive AAA's Five Diamond Award and Mobil Four-Star, is one of the world's most luxurious resort and convention destinations. Re-creating Venice's legendary landmarks, the resort offers unmatched service and quality for leisure and corporate guests. Located in the heart of the Las Vegas Strip, The Venetian features The Grand Canal Shoppes, an indoor streetscape complete with gondolas and singing gondoliers, the Canyon Ranch SpaClub, world-class gaming, exquisite restaurants, and a wide variety of entertainment such as Phantom-The Las Vegas Spectacular, Blue Man Group, David Spade and Wayne Brady on its premises, as well as extensive convention and corporate services. For additional information, visit www.venetian.com.

About The Palazzo Resort-Hotel-Casino Las Vegas

With over 3,000 expansive suites, luxury shopping and world-class dining and entertainment, the \$1.9 billion, 50-story Palazzo Las Vegas literally takes luxury to new heights. Highlighted by a flagship, 85,000-square-foot Barneys New York, The Shoppes at The Palazzo features more than 60 luxury boutiques. In addition, 20 remarkable stores and luxury brands made their Las Vegas debuts at The Palazzo, including Chloe, Tory Burch, Christian Louboutin, Diane Von Furstenberg, Van Cleef & Arpels, Catherine Malandrino, Anya Hindmarch, and Michael Kors. Additionally, The Palazzo offers a variety of cuisines from a collection of award-winning chefs such as CarneVino by Mario Batali, CUT by Wolfgang Puck, Table 10 by Emeril Lagasse and Restaurant Charlie by Charlie Trotter. Other one-of-a-kind offerings include, Tony Award winning Broadway musical, JERSEY BOYS, the chic dining and nightlife LAVO, the world's largest Canyon Ranch SpaClub, and Lagasse's Stadium, the newest sportsbook and bar on the Strip. For more information, please visit The Palazzo website at www.palazzolasvegas.com.

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