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Southwest Airlines Announces Double Credit Days

Fly Just Four Roundtrip Flights and Earn a Free* Roundtrip Ticket Anywhere Southwest Serves

DALLAS, April 7 /PRNewswire-FirstCall/ -- Southwest Airlines is introducing "Double Credit Days" rewarding frequent flyers with one bonus Rapid Rewards credit on every flight, anywhere Southwest flies. Therefore, Rapid Rewards Members can earn free travel on Southwest by taking just four roundtrip flights from any city that Southwest serves. Members who purchase a Business Select fare will receive 2.25 for short-haul flights and 3.0 credits for long-haul flights, making it even faster to earn an Award. To qualify, Members must register, book their flights, and travel beginning today through May 26, 2010. To register for the promotion and see complete details, visit: <http://luv.southwest.com/servlet/formlink/f?kOHpjQSYDD>. To view a blog post, visit: <http://www.blogsouthwest.com/blog/southwest-airlines-presents-double-credit-days>. **To enroll in Rapid Rewards and become automatically registered for this promotion, visit www.southwest.com/rrenroll/rdblcredit.**

"It's going to be hard to find a better deal out there anywhere – this is one you won't want to miss," said Southwest's Director of Customer Loyalty Ryan Green. "We're thanking our Members for their loyalty and inviting new Customers to fly Southwest with an even faster and easier way to earn free travel."

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 (NYSE: LUV) 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, with all leather seats, all Boeing 737 jets. Southwest Airlines is the nation's largest carrier in terms of originating domestic passengers boarded, currently serving 68 cities in 35 states (Southwest will launch service to Panama City Beach, FL on May 23, 2010). Based in Dallas, Southwest currently operates more than 3,200 flights a day and has nearly 35,000 Employees systemwide.

Terms and Conditions:

*The Rapid Rewards Award is free, but travel is subject to the government-imposed September 11th Security Fee of up to \$10 per roundtrip. Travel good on Southwest Airlines

published, scheduled service.

One additional credit per one-way will be issued for all fares, except Business Select. Business Select Customers will receive 2.25 credits for flights less than 750 miles and 3.0 credits for flights 750 miles or more. Member must register for this promotion between April 7, 2010, and May 26, 2010, to qualify, and registration must be completed prior to commencement of travel. Valid on new reservations only. Reservation must be booked between April 7, 2010, and May 26, 2010. Qualifying travel must be completed between April 7, 2010 and May 26, 2010. Rapid Rewards account number must be entered at the time of booking. Members will receive one bonus credit per qualifying one-way flight. Travel on an Award or Companion Pass does not qualify for promotion. Bonus flight credits do not count toward A-List qualification. Rapid Rewards credit will post to your account within four days of completing travel. Changes made to the itinerary after purchase may eliminate qualification for this promotion. All Rapid Rewards rules and regulations apply.

www.southwest.com

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