

September 23, 2010



Southwest Airlines Rapid Rewards Launches 'Partnerpalooza' Sweepstakes to Win Free* Travel for One Year!

Southwest Airlines Rewards Customers with Special Deals from Partners and a Chance to Win Free* Travel for One Year

DALLAS, Sept. 23 /PRNewswire-FirstCall/ -- "Partnerpalooza" days are here again as Southwest Airlines' frequent flyer program, Rapid Rewards, is offering Members a chance to win free travel for one year! "Partnerpalooza" will run from Sept. 23 through Dec. 15, 2010, allowing Members who make a purchase with any participating Rapid Rewards Partner a chance to win prizes, including 12 Rapid Rewards Award Tickets and a Companion Pass for one year, as well as A-List status for one year! Rapid Rewards Members also will have the chance to play a daily Instant-Win Game for a chance to win prizes from some Rapid Rewards Partners. For complete promotional details, visit:

www.southwest.com/partnerpalooza. To view a blog post on Partnerpalooza, visit: <http://www.blogsouthwest.com/blog/southwest-airlines-partnerpalooza-returns>.

"Our Members really responded well to Partnerpalooza last year as it gives us a chance to increase engagement and highlight our Rapid Rewards Partners," said Ryan Green, Southwest's Senior Director of Customer Loyalty and Partnership Marketing. "We're giving away Rapid Rewards Award Tickets and our Partners are sponsoring great deals, making it fun, easy, and more affordable for our Members to travel during this promotion."

Earning entries into the Partnerpalooza sweepstakes is easy. Current Rapid Rewards Members who register for the promotion, then make a purchase with any participating Rapid Rewards Partner using their Rapid Rewards Credit Card from Chase during the promotional period, will earn two entries into the sweepstakes. Members who don't have a Rapid Rewards Credit Card yet can 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 the participating Rapid Rewards Partners using any other form of payment other than the Rapid Rewards card by Chase earn one sweepstakes entry.

In addition to the chance to win 71 instant win prizes or the sweepstakes grand prize of 12 Rapid Rewards Award Tickets and a Rapid Rewards Companion Pass for one year, sweepstakes entrants also are 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 Awards and Rapid Rewards A-List status for one year. Members also have the opportunity to earn one bonus Rapid Rewards credit by using three unique Partners or earn four bonus credits by using six unique Partners.

About Rapid Rewards

It is fast and easy to earn free travel through Rapid Rewards. Rapid Rewards Members can earn credits by flying or using the program's Partners. It takes just eight roundtrip flights, or 16 credits, within 12 months to qualify for an Award; however, Members can accelerate their earnings by using the Rapid Rewards Credit Card from Chase, doing business with any of the airline's other Partners, or by purchasing Southwest's Business Select fares when flying.

About Southwest Airlines

After nearly 40 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 nation's largest carrier in terms of originating domestic passengers boarded, now serving 69 cities in 35 states. Southwest also is one of the most honored airlines in the world known for its commitment to the triple bottom line of Performance, People, and Planet. To read more about how Southwest is doing its part to be a good citizen, visit **southwest.com/cares** to read the Southwest Airlines One Report™. Based in Dallas, Southwest currently operates more than 3,200 flights a day and has nearly 35,000 Employees systemwide.

www.southwest.com

* 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. All Rapid Rewards rules and regulations apply. ©2010 Southwest Airlines Co.

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