

December 1, 2010



# Southwest Airlines Announces Rapid Rewards Triple Credit Offer Exclusively for Facebook Fans

## A Million Strong and Counting!

DALLAS, Dec. 1, 2010 /PRNewswire-FirstCall/ -- Southwest Airlines has become the first airline to reach one million fans on Facebook! And while there are a million ways to celebrate, we've decided to offer our fans a special Rapid Rewards promotion, available today only! Facebook Fans can earn triple Rapid Rewards credit on all their flights purchased today for travel between December 1 and December 31, 2010! With this promotion, Members can earn a free\* flight after just three roundtrips! Registration is required through the airline's Facebook page (<http://www.facebook.com/southwest>). Fans who are not yet Rapid Rewards Members can join today and receive a special enrollment offer of up to five credits and become eligible for the triple credit promotion. This promotion is offered exclusively through our Facebook fan page.

"For five years, we've been involved in social media as a way to engage our Customers," said Linda Rutherford, Southwest Airlines Vice President of Communication and Strategic Outreach. "We've built a massive online following for one simple reason - we care about our customers. Through this effort, we've identified what our Customers want, what we're doing well, and how we can improve. If a million fans is any indication, it's working!"

It takes 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 Partners, or by purchasing Southwest's Business Select Fares when flying. Plus, once an Award has been earned, Southwest Airlines allows the Member to transfer the Award to anyone.

After nearly 40 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 nation's largest carrier in terms of originating domestic passengers boarded and now serves 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](http://southwest.com/cares) to read the Southwest One Report™. Based in Dallas, Southwest currently operates more than 3,100 flights a day and has nearly 35,000 Employees systemwide.

## Terms & Conditions

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

Two additional credits per one-way will be issued, except Business Select. Business Select Customers will receive 3.25 credits for flights less than 750 miles and 4.0 credits for flights 750 miles or longer. Member must be a Southwest Airlines Fan on Facebook. Member must register for this promotion on December 1, 2010 by 11:59 p.m. CST, and registration must be completed prior to commencement of travel. Valid on new reservations only.

Reservation must be booked on December 1, 2010 by 11:59 p.m. CST. Qualifying travel must be completed between December 1, 2010 and December 31, 2010. Rapid Rewards account number must be entered at the time of booking. 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. BN035

[www.southwest.com](http://www.southwest.com)

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