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# **Southwest Airlines Teams Up With Dude Perfect to Give Away Ten Million Points in the All-New Rapid Rewards Program**

- All-New Rapid Rewards Launched March 1st**
- Southwest Offers Ten Million Point Giveaway Sweepstakes**
- Southwest Teams up with Internet Sensation Dude Perfect to Score Points for the All-New Rapid Rewards Program**

DALLAS, March 15, 2011 /PRNewswire/ -- Southwest Airlines (NYSE: LUV) recently launched the carrier's new frequent flyer program, All-New Rapid Rewards, and to celebrate, Southwest is giving away ten million Rapid Rewards Points to Members (and those who sign up) through an online sweepstakes. In the Ten Million Point Giveaway, 100 lucky Members will each win 100,000 Rapid Rewards Points. The sweepstakes will run from March 15 through March 31, 2011. For complete promotion details and to register to win, visit: [www.southwest.com/bigshot](http://www.southwest.com/bigshot). If you're not already a Rapid Rewards Member, you can sign up for the program to become eligible to win. To read a blog post from Southwest's Senior Director of Customer Loyalty and Partnerships Ryan Green, visit: [www.blogsouthwest.com](http://www.blogsouthwest.com).

Southwest teamed up with the internet sensation basketball trick-shot artists, [Dude Perfect](#), to score points for the All-New Rapid Rewards program. Customers who register for the promotion will be entertained by Dude Perfect, which has filmed a variety of basketball trick shots to show off their skills using a Southwest Boeing 737, in a Southwest Maintenance Hangar, and around Southwest's corporate headquarters. Southwest and Dude Perfect will showcase the trick shots in a series of videos that will be unveiled throughout the promotion on [www.southwest.com/bigshot](http://www.southwest.com/bigshot), culminating in one fantastic Big Shot, which will be unveiled, along with the winners, on Monday, April 4, 2011.

"With the recent launch of the All-New Rapid Rewards program and the NCAA basketball tournament just around the corner, we teamed up with Dude Perfect to give away ten million points to our Members and entertain fans at the same time," said Southwest's Senior Director of Customer Loyalty and Partnerships Ryan Green. "Our new program has several winning attributes, including unlimited reward seats, no blackout dates, and no point expiration with any earning activity within 24 months."

Southwest announced the details of the new program in January 2011 to give Members advance notice of the coming changes, and the new program officially launched on March 1, 2011. Members' accounts were automatically transferred to the new program on March 1, 2011; therefore, Members will retain their current Rapid Rewards number, and they don't need to re-enroll. Members with existing credits and Awards from the old program will retain

their active credits and Awards, which will maintain their value until they are used or expire. To learn more about the All-New Rapid Rewards, visit: [www.southwest.com](http://www.southwest.com).

### **NEW PROGRAM HIGHLIGHTS:**

- No blackout dates
- Unlimited Reward Seats (no seat restrictions or capacity controls)
- Points don't expire as long as Members earn by flying or using a partner once every 24 months
- Points are based on the purchased fare and fare product
- Rapid Rewards Credit Cardmembers can redeem their points for flights to more than 800 international destinations, stays at more than 70,000 hotels worldwide, and gift cards at more than 45 major retailers

### **About Southwest Airlines**

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, now serving 71 cities in 36 states with service to Newark Liberty International beginning March 27, 2011. 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 Airlines is doing its part to be a good citizen, visit [southwest.com/cares](http://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.

### **About Dude Perfect**

Dude Perfect is a group of six insanely competitive trick-shot basketball entertainers from Texas and they like to Go Big! Check out [www.dudeperfect.com](http://www.dudeperfect.com) to see their greatest shots including: "The World's Longest Basketball Shot," and a host of other amazing videos which have made them bona-fide internet superstars and seen them collect such accolades as MSN's #1 Most Viral Video of 2009 as well as being listed by Advertising Age as one of YouTube's Top 10 Brands. Dude Perfect has been featured on a variety of National and International media outlets including: Jimmy Kimmel, CBS Early Show & Evening News, ESPY's Red Carpet, Good Morning America, Regis and Kelly, ESPN's E:60, SportsNation, Fox and Friends & many more.

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

\*\*\*NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. LEGAL RESIDENTS OF THE 50 UNITED STATES (D.C.) 18 YEARS AND OLDER. VOID WHERE PROHIBITED. Sweepstakes ends 3/31/11. For Official Rules, prize descriptions and odds disclosure, visit <http://www.southwest.com/bigshot>. Sponsor: Southwest Airlines, 2702 Love Field Drive, Dallas, Texas 75235.

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