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Southwest Airlines Rapid Rewards® Welcomes SuperShuttle and ExecuCar Onboard

Southwest Adds SuperShuttle and ExecuCar as New Rapid Rewards Partners

DALLAS, Sept. 29, 2011 /PRNewswire/ -- Southwest Airlines (NYSE: LUV) announced today the addition of SuperShuttle® and ExecuCar® as new Partners of the carrier's frequent flyer program, Rapid Rewards. Rapid Rewards Members now have the option to earn 150 Points for each segment they purchase on SuperShuttle or ExecuCar between their home, hotel, or office and participating U.S. airports. Members can earn 300 Rapid Rewards Points for a roundtrip purchase. To learn more about this new partnership or to book a reservation, visit www.supershuttle.com/rapidrewards or to view a blog post, visit www.blogsouthwest.com.

In honor of the new partnership, both SuperShuttle and ExecuCar have launched a special limited time offer. Between September 29 and November 15, 2011, Members can earn 50 additional Rapid Rewards Points per segment for a total of 200 Points each way or 400 Points roundtrip.

"This new partnership with SuperShuttle and ExecuCar is an enhancement to our Rapid Rewards program and something that our Members have told us they wanted," said Ryan Green, Southwest's Senior Director of Loyalty & Partnerships. "We're constantly looking for ways to bring more Partners onboard and give our loyal Members more options to earn Rapid Rewards Points."

"SuperShuttle is the only national airport shared-ride service in the country, and we are extremely excited to work with Southwest Airlines who serves so many of our Customers," said Ken Testani, senior vice-president of global marketing and partnerships for SuperShuttle International. "We believe that offering Rapid Rewards Points is not only an additional incentive to book SuperShuttle reservations online, but also a reward for Rapid Rewards Members who know that sharing a SuperShuttle ride to and from the airport is an economical and environmentally sound way to begin or complete their travels."

It's fast and easy to earn free travel through Rapid Rewards. Members can redeem their points on any seat, any time, on any flight with no blackout dates. The Rapid Rewards program is tailored to meet the needs of today's traveler, making it faster and easier than ever before to go, see, and do. The Award is free but subject to the U.S. government-imposed September 11th Security Fee of up to \$10 roundtrip.

About Southwest Airlines

In its 40th year 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.

Southwest serves 72 cities in 37 states and 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(TM). Based in Dallas, Southwest currently operates more than 3,400 flights a day and has more than 35,000 Employees systemwide. Earlier this year, Southwest Airlines completed the acquisition of AirTran Holdings, Inc., and now operates AirTran Airways as a wholly-owned subsidiary. AirTran serves 63 cities in 30 states and currently operates more than 790 flights a day. Additionally, AirTran serves seven international destinations in the Caribbean and Mexico. AirTran employs more than 8,500 Employees across the country.

About SuperShuttle International

SuperShuttle International, based in Phoenix, AZ is a division of Veolia Transportation On Demand and a subsidiary of Veolia Environment (Euronext: VIE, NYSE: VE). SuperShuttle serves 33 airports, carrying more than eight million passengers a year. Airports served by SuperShuttle include some of the largest in the country including Los Angeles, New York, Dallas/Ft. Worth, Washington, D.C. and Miami. Please go to www.supershuttle.com for more information. ExecuCar, a wholly-owned subsidiary of SuperShuttle International, is a luxury sedan service providing customers with an exclusive ride 24-hours a day, seven days a week. ExecuCar serves 50 airports including those in Dallas/Fort Worth, Denver, Los Angeles, Orange County, CA, Phoenix, New York, San Francisco, Baltimore and Orlando, Fla. Please go to www.ExecuCar.com for more information.

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