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# Southwest Airlines Rapid Rewards Welcomes Freecreditscore.com™ Onboard

## Southwest Adds Experian's freecreditscore.com as a New Partner to the Carrier's Frequent Flyer Program

DALLAS, March 15, 2012 /PRNewswire/ -- [Southwest Airlines](#) (NYSE: LUV) announced today the addition of [freecreditscore.com](#) as a new Partner of the carrier's frequent flyer program, Rapid Rewards. Rapid Rewards Members now have the option to earn 3,000 Rapid Rewards Points per qualifying purchase. Points will be deposited into Members' accounts after the Member completes month two of their membership for the product.

In order to earn points, Rapid Rewards Members must be enrolled in the [freecreditscore.com](#) program and select Southwest Airlines Rapid Rewards as their earning preference. To learn more about this new partnership, visit [southwest.com/rapidrewards](#).

"This new partnership with [freecreditscore.com](#) is a great enhancement to our Rapid Rewards program," said Jonathan Clarkson, Southwest's Director of Rapid Rewards. "It's another example of how we look for ways to bring more Partners onboard and give our loyal Members additional options to earn Rapid Rewards Points."

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**

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 73 cities in 38 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 3,200 flights a day and has more than 37,000 Employees systemwide.

### **About Freecreditscore.com**

[Freecreditscore.com](#) is part of a family of online consumer credit reporting sites belonging to ConsumerInfo.com, Inc., an Experian company. ConsumerInfo was founded in 1995 to give consumers quick, easy and inexpensive access to their credit profile. It is now the leading provider of online consumer credit reports, credit scores, credit monitoring and other credit-related information. ConsumerInfo provides credit monitoring to its more than 3.1 million members and has delivered more than 20 million credit reports on the Web. As part of the

Experian family, it continues to grow its membership base and develop innovative products to help consumers better understand and manage their credit.

[southwest.com](https://southwest.com)

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