

May 17, 2012



# Southwest Airlines Rapid Rewards Welcomes e-Miles® Onboard

## Southwest Adds e-Miles as a New Partner to the Carrier's Frequent Flyer Program

DALLAS, May 17, 2012 /PRNewswire/ -- [Southwest Airlines](#) (NYSE: LUV) announced today the addition of e-Miles as a new Partner of the carrier's frequent flyer program, Rapid Rewards. e-Miles is an opt-in online advertising channel that rewards its members for watching, reading, and responding to targeted advertising. e-Miles members now have the opportunity to redeem their e-Miles currency for Rapid Rewards Points. Rapid Rewards Members can enroll in e-Miles by visiting <http://www.e-miles.com/swapartner>.

"This new partnership with e-Miles is another in a series of continued enhancements to our Rapid Rewards program," said Jonathan Clarkson, Southwest's Director of Rapid Rewards. "In 2011 we launched our relationship with Research Now via a partnership with e-Rewards, and we're excited to add e-Miles in 2012 to our growing partner portfolio."

It's fast and easy to earn free flights[1] 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.

### **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 and has acquired AirTran Airways, now a wholly owned subsidiary of Southwest Airlines Co. Southwest serves 73 cities in 38 states and remains 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/citizenship](http://southwest.com/citizenship) to read the Southwest Airlines One Report™. Based in Dallas, Southwest currently operates more than 3,300 flights a day and has more than 39,000 Employees systemwide.

### **About e-Miles**

e-Miles is an opt-in online advertising channel that offers unprecedented levels of targeting, scale and flexibility with millions of America's most desired consumers. The company rewards their members who engage in tailored advertising messages with its own virtual currency. Users convert these rewards to one of many partner companies' loyalty programs. e-Miles has more than 4,000 participating top-tier advertisers including Adobe Systems, Johnson & Johnson, Nordstrom, Walmart and The Walt Disney Company. The company is headquartered in Plano, Texas, with sales offices in New York, Los Angeles, and San Francisco. For more information, please visit [www.e-miles.com](http://www.e-miles.com).

\* Unlimited reward seats and no blackout dates apply to points transactions only. All Rapid Rewards Rules and Regulations apply.

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

[1] Rapid Rewards reward flights are free, but travel is subject to the government-imposed September 11th Security Fee of up to \$10 per roundtrip.

SOURCE Southwest Airlines