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Southwest Airlines Offers Rapid Rewards® Points To Wisconsin EarlyReturns® Members

Southwest Airlines Will Match Competitor's Miles with Up to 50,000 Points in Southwest's Rapid Rewards Program

DALLAS, June 26, 2012 /PRNewswire/ -- [Southwest Airlines](#) (NYSE: LUV) is committed to Wisconsin frequent flyers and has launched a promotion to help Frontier Airlines *EarlyReturns* members find their new airline of choice! Through Aug. 31, 2012, Southwest Airlines will match Frontier *EarlyReturns* members' miles with an equal number of points (up to 50,000) in the Southwest Airlines Rapid Rewards program. For more information about this promotion, please visit <http://www.southwest.com/rr-points-wisconsin>.

In addition to matching *EarlyReturns* members' miles with Rapid Rewards Points, Southwest Airlines and its subsidiary, AirTran Airways®, also are offering Wisconsin *EarlyReturns* Ascent and Summit members complimentary Rapid Rewards A-List status and A+ Rewards Elite status.

"Southwest Airlines proudly offers our award-winning Customer Service and robust route network to the people of Milwaukee," said Kevin Krone, Southwest Airlines Vice President of Marketing, Sales, and Distribution. "This special offer helps more Wisconsin residents experience what Southwest is all about."

To take advantage of this one-time offer, Wisconsin *EarlyReturns* members should take the following steps:

- If they haven't done so already, enroll in the [Southwest Airlines Rapid Rewards](#) program.
- Submit a copy of their Frontier *EarlyReturns* statement that denotes their current account balance along with their name, Rapid Rewards account number, and phone number to RapidRewards@wnco.com.

To take advantage of this status-matching offer, *EarlyReturns* Ascent and Summit members should take the following steps:

- If they haven't done so already, enroll in the [Southwest Airlines Rapid Rewards](#) program and the [AirTran A+ Rewards](#) program.
- Submit a copy of their current, valid tier card or statement along with their name, Rapid Rewards account number, A+ Rewards account number, and phone number to RapidRewards@wnco.com.

Matched *EarlyReturns* miles will post as Rapid Rewards Points to Members' accounts within four to six weeks of request submission. Members also will be given Rapid Rewards A-List and A+ Rewards Elite status at that time, if eligible. Southwest's Rapid Rewards Program, with unlimited reward seats, no blackout dates, and points that don't expire*, makes it fast and easy for Members to earn reward flights! That's why Rapid Rewards was recently ranked as having the best reward seat availability of any U.S. carrier** for the third year in a row.

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 3,400 flights a day and has more than 46,000 Employees systemwide.

* Applies to point transactions. Points don't expire as long as Member has flight or Partner earning activity every 24 months.

**As reported in the 2012 IdeaWorks Company's Worldwide Report of Rewards Availability.

Terms and Conditions:

Offer only valid for Wisconsin residents who are Frontier *EarlyReturns* members. *EarlyReturns* member must be a Member in the Southwest Airlines Rapid Rewards program and to participate in the Tier Status match, a member in the AirTran Airways A+ Rewards program. The date reflected on the Frontier *EarlyReturns* Account Balance must be between June 20, 2012, and Aug. 31, 2012. Name on *EarlyReturns* account must match the name on the Southwest Airlines Rapid Rewards account and A+ Rewards account. *EarlyReturns* member must submit Rapid Rewards account number, and phone number to RapidRewards@wnco.com between June 20, 2012, and Aug. 31, 2012, to be eligible for Rapid Rewards Point match. Any incomplete submission may delay and/or eliminate qualification for promotion. All submissions will be verified before "match" processing occurs. For every qualifying *EarlyReturns* mile in member's account, Member will receive one matching Rapid Rewards Point up to 50,000 points. *EarlyReturns* Ascent or Summit members must submit proof of current, valid tier card or statement, name, Rapid Rewards account number, A+ Rewards account number, and phone number to RapidRewards@wnco.com between June 20, 2012, and Aug. 31, 2012, to be eligible for Elite Status match. *EarlyReturns* Ascent or Summit members who are granted Rapid Rewards A-List status will receive Tier status and benefits with an expiration date of Dec. 31, 2012. *EarlyReturns* Ascent or Summit members who are granted A+ Rewards Elite Status will receive Elite status and benefits with an expiration date of 365 days from processing. This promotion is a limited, one-time offer; therefore, *EarlyReturns* member may only request point and Elite Status match once. Rapid Rewards and A+ Rewards may terminate the promotion at anytime. Rapid Rewards may revert back to the rules of the June 21, 2012, promotion at any time. "Matching" Rapid Rewards Points will not count towards A-List, A-List Preferred, or Companion Pass qualification. Please allow four to six weeks from the date of submission for matching Rapid Rewards Points and Tier Status to post to your account. Rapid Rewards matching promotion may not be reversed once *EarlyReturns* member has submitted request to RapidRewards@wnco.com. Promotion may not be combined with any other offer or promotion. Members who were successful in donating their *EarlyReturns*

mileage in accordance to the original June 21, 2012, Donation Match offer and submitted his or her request between June 20, 2012, and June 25, 2012, will only be eligible for the Donation Match offer and be subject to the Terms and Conditions set by that promotion. All Rapid Rewards rules and regulations apply. All A+ Rewards Rules and Regulations apply.

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