

September 13, 2012



Southwest Airlines® Offers Double Rapid Rewards® Points

Members Will Earn Double Rapid Rewards Points for All Flights through Nov. 15, 2012

DALLAS, Sept. 13, 2012 /PRNewswire/ -- [Southwest Airlines](#) (NYSE: LUV) is helping Rapid Rewards Members rack up reward points this fall! Southwest launched a promotion that will reward Members of the airline's frequent flyer program, Rapid Rewards, double points on all travel nationwide. In other words, Members will receive 12 points (instead of six) for each dollar spent on Wanna Get Away® Fares, 20 points (instead of ten) for each dollar spent on Anytime Fares, and 24 points (instead of 12) for each dollar spent on Business Select® Fares. Rapid Rewards Members simply need to register for the promotion at the website below prior to travel between Sept. 13 and Nov. 15, 2012, book between Sept. 13 and Nov. 15, 2012, and fly between Sept. 13 and Nov. 15, 2012, to receive the additional points. Customers who want to enroll in Rapid Rewards and take advantage of this promotion may also click on the link below.

To register, visit: www.southwest.com/nationwidedoublepoints

AirTran Airways®, Southwest's wholly owned subsidiary, launched a parallel promotion today offering AirTran Airways A+ Rewards® Members double credit for all domestic travel and triple credit for all International flights. To take advantage of this offer, Members simply need to register for the promotion at the website below prior to travel between Sept. 13, 2012, and Nov. 14, 2012, book between Sept. 13, 2012, and Nov. 14, 2012, and fly between Sept. 13, 2012, and Nov. 14, 2012, to receive the additional credits. Customers who want to enroll in A+ Rewards and take advantage of this promotion may also click on the link below.

To register, visit: www.airtran.com/doubletriplecredits

ABOUT SOUTHWEST AIRLINES CO.

In its 42nd year of service, Dallas-based Southwest Airlines (NYSE: LUV) continues to differentiate itself from other [low-fare carriers](#) by providing *a reliable product with exemplary Customer Service*. Including wholly owned subsidiary AirTran Airways, the Company now serves 97 destinations in 41 states, the District of Columbia, the Commonwealth of Puerto Rico, six near-International countries, and employs more than 46,000 People.

Visit southwest.com/citizenship to read the Southwest Airlines One Report™ and see how Southwest is doing its part to be a good citizen while underscoring a commitment to the triple bottom line of Performance, People, and Planet.

Southwest Airlines

Southwest Airlines, one of the most honored airlines in the world, is the nation's largest carrier in terms of originating domestic passengers boarded. Southwest currently operates more than 3,200 flights a day and serves the communities around 76 airports in Southwest's network of domestic destinations. To book a flight, visit southwest.com.

AirTran Airways

AirTran Airways, a wholly owned subsidiary of Southwest Airlines Co., has been ranked the top airline in the Airline Quality Rating study three times in the past five years. AirTran offers coast-to-coast and near-International service with nearly 700 flights a day on North America's newest all-Boeing fleet. The airline's low-cost, high-quality product also includes assigned seating and Business Class. To book a flight, visit airtran.com.

Terms and Conditions:

Rapid Rewards Promotion: Member must register for this promotion between Sept. 13, 2012 and Nov. 15, 2012, and registration must be completed prior to commencement of travel. Valid on new reservations only. Member must book between Sept. 13, 2012, and Nov. 15, 2012. Travel must be completed between Sept. 13, 2012, and Nov. 15, 2012, on Southwest published, scheduled service. Rapid Rewards account number must be entered at the time of booking. Rapid Rewards earned points are calculated using base fare and excise tax. Member will receive 12 bonus points per dollar spent on Business Select Fares, ten bonus points per dollar spent on Anytime Fares; and six bonus points per dollar spent on Wanna Get Away Fares. Bonus points are in addition to the standard flight points earned through Rapid Rewards. Bonus points will not count toward A-List and A-List Preferred qualification. Bonus points will not count toward Companion Pass qualification. Member will receive bonus Rapid Rewards Points within four days of completion of entire ticket. Award, Companion Pass, Southwest Vacation Packages, Jackpot Deals, and reward travel do not qualify for promotion. Changes made to the itinerary after purchase may eliminate qualification for promotion. All Rapid Rewards rules and regulations apply.

A+ Rewards Promotion: Member must register for this promotion between Sept. 13, 2012, and Nov. 14, 2012, and registration must be completed prior to commencement of travel. Valid on new reservations only. Member must book at airtran.com between Sept. 13, 2012, and Nov. 14, 2012. Travel must be completed between Sept. 13, 2012, and Nov. 14, 2012, on AirTran published, scheduled service. AirTran account number must be entered at the time of booking. Member will receive one bonus credit for every one-way domestic flight and two bonus credits for every one-way International flight. When purchasing Business Class Fares, Member will receive 1.5 bonus credits for every one-way domestic flight and three bonus credits for every one-way International flight. Bonus credits are in addition to the standard credit(s) earned through A+ Rewards®. Bonus A+ Credit(s) will not count toward Elite status. Changes made to the itinerary after purchase may eliminate qualification for promotion. Please allow up to three weeks for A+ Bonus Credits to post to your account. All A+ Rewards terms and conditions apply.

www.southwest.com

SOURCE Southwest Airlines