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Southwest Airlines Rapid Rewards Welcomes Carlson Rezidor Hotel Group Onboard

In Celebration, Earn Double Rapid Rewards Points Now Through March 31, 2013

DALLAS, Jan. 21, 2013 /PRNewswire/ -- [Southwest Airlines](#) (NYSE: LUV) announced today the addition of Carlson Rezidor Hotel Group as a new Partner of the carrier's frequent flyer program, Rapid Rewards. Members of Rapid Rewards will receive 600 points for every qualifying stay at more than 1,000 Carlson Rezidor hotels worldwide, including Radisson Blu, Radisson®, Park Inn by Radisson, Park Plaza®, and Country Inns & Suites By Carlson(SM). To celebrate the new partnership, now through March 31, 2013, Rapid Rewards Members can earn double points at participating Radisson Blu, Radisson, and Country Inns & Suites By Carlson hotels.

"We're excited to add Carlson Rezidor to our growing roster of Partners in the Rapid Rewards program," said Jonathan Clarkson, Southwest's Director of Rapid Rewards. "This provides our Members yet another way to earn Rapid Rewards Points while enjoying world class hospitality from one of the world's largest hotel groups."

"This partnership brings an exciting new opportunity to our loyal Club Carlson members and allows our hotel brands to reach a traveling audience of over 116 million passengers on Southwest Airlines each year," said Suzanne Riesterer, chief commercial officer, Carlson Rezidor Hotel Group. "As one of the world's largest and most dynamic hotel companies, we are proud to partner with one of the nation's largest carriers."

Members of Club Carlson(SM), a global hotel rewards program, who are also Rapid Rewards Members, can convert their Gold Points® to Rapid Rewards Points. To learn more, Members can visit www.southwest.com/carlson. Guests who are not Club Carlson members can join for free during any stay at a Carlson Rezidor hotel or by visiting www.clubcarlson.com.

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.

* 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 Idea Works Company's Worldwide Report of Rewards Availability.

ABOUT SOUTHWEST AIRLINES CO.

In its 42nd year of service, Dallas-based Southwest Airlines (*NYSE: LUV*) continues to differentiate itself from other carriers with exemplary Customer Service delivered by nearly 46,000 Employees to more than 100 million Customers annually. Southwest is the nation's largest carrier in terms of originating passengers boarded, and including wholly-owned subsidiary, AirTran Airways, operates the largest fleet of Boeing aircraft in the world to serve 97 destinations in 41 states, the District of Columbia, the Commonwealth of Puerto Rico, and six near-international countries. Southwest 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 about how Southwest is doing its part to be a good corporate citizen, visit southwest.com/citizenship to read the Southwest Airlines One Report™.

Southwest Airlines

From its first flights on June 18, 1971, Southwest Airlines launched an era of unprecedented affordability in air travel quantified by the U.S. Department of Transportation as "The Southwest Effect," a lowering of fares and increase in passenger traffic wherever the carrier serves. On every flight, Southwest offers Customers the first two pieces of checked luggage (weight and size limitations apply) and all ticket changes without additional fees (fare difference may apply.) Southwest's all Boeing fleet consistently offers leather seating and the comfort of full-size cabins, many of which are equipped with satellite-based WiFi connectivity and a new, eco-friendly cabin interior. With 39 consecutive years of profitability, the People of Southwest operate more than 3,100 flights a day and serve communities around 78 airports in Southwest's network of domestic destinations. Southwest Airlines' frequent flights and low fares are available only at southwest.com.

AirTran Airways

AirTran Airways, a wholly-owned subsidiary of Southwest Airlines Co., offers coast-to-coast and near-international service with close to 600 flights a day to 54 destinations. The carrier's high-quality product includes assigned seating and Business Class. As Southwest continues to integrate AirTran's People, places, and planes into Southwest Airlines, Customers of both carriers may book flights at airtran.com and exchange earned loyalty points between both AirTran's A+ Rewards® and Southwest's Rapid Rewards® for reward travel on either airline.

ABOUT CARLSON REZIDOR HOTEL GROUP

[Carlson Rezidor Hotel Group](http://CarlsonRezidorHotelGroup.com) – born in early 2012 – is one of the world's largest and most dynamic hotel groups. The portfolio of the Carlson Rezidor Hotel Group includes more than 1,300 hotels, a global footprint spanning 81 countries and territories, a powerful set of global brands (Radisson Blu, Radisson®, Park Plaza®, Park Inn by Radisson, Country Inns & Suites By Carlson(SM) and Hotel Missoni). In most of the group's hotels, guests can benefit from the loyalty program Club Carlson(SM), one of the most rewarding loyalty programs in the world. Carlson Rezidor Hotel Group and its brands employ more than 80,000 people.

Carlson Rezidor Hotel Group is headquartered in Minneapolis, Minn., and Brussels, Belgium.

About Club Carlson(SM)

Club Carlson is the global hotel rewards program from Carlson Rezidor Hotel Group, part of leading hospitality and travel company, Carlson. Club Carlson is one of the world's most rewarding hotel loyalty programs. Members enjoy rich benefits at more than 1,000 Carlson Rezidor hotels around the globe. Club Carlson offers members exceptional hotel experiences, enhanced services and the ability to earn and redeem rewards remarkably fast

such as Free Award Nights starting at 9,000 Gold Points, with no blackout dates on standard rooms. Members enjoy first-class redemption options such as prepaid gift cards, retail gift cards, airline miles and more. Plus, the more often members stay, they can earn Elite membership and enjoy exclusive benefit options including: complimentary room upgrades, early check-in and late checkout, and Elite Rollover Nights.

The new Club Carlson Premier Rewards Visa Signature[®] Card provides an even faster way to a free night stay. With benefits like Bonus Award Nights when Gold Points[®] are redeemed for two or more consecutive award nights, the last night is free – exclusively for cardmembers.

Terms and Conditions:

Rapid Rewards Members who provide their member number at the time of checkin can earn a total of 600 Rapid Rewards Points for each Eligible Stay. An Eligible Stay is defined as a stay of one or more nights at the same participating hotel regardless of the number of times you checkin or check-out during the stay at an eligible rate. Ineligible rates include Employee rates; airline crew rates; travel agent rates; hotel employee rates; tour operator rates; wholesaler rates; rates booked through online travel companies; complimentary rooms, including, but not limited to, rooms booked as Club Carlson Award Night stays, or other stays involving other gift certificate or free night vouchers. Participating hotels are subject to change without notice. Club Carlson reserves the right to add, modify, or discontinue these terms and conditions with or without notice. Void where prohibited by law.

www.southwest.com

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