

May 1, 2015



# **Southwest Airlines' Rapid Rewards Program Wins Best Redemption Ability, Best Airline Customer Service And Best Loyalty Credit Card At 27th Annual Freddie Awards**

**Freddie Award results prove there is more to love about being a Rapid Rewards frequent flyer program member and Cardmember**

DALLAS, May 1, 2015 /PRNewswire/ -- [Southwest Airlines](#)® (NYSE: LUV) frequent flyer program, Rapid Rewards, has been named Best Redemption Ability, Best Airline Customer Service and Best Loyalty Credit Card at InsideFlyer magazine's 27<sup>th</sup> annual Freddie Awards ceremony in Atlanta.

"Voted on by our Customers, these Freddie Awards prove there is no other travel loyalty program that offers a combination of Customer Service, award availability, and program value superior to Rapid Rewards," said Jonathan Clarkson, Southwest's Director of Rapid Rewards and Partnership Development. "Year after year, our Customers have chosen Rapid Rewards as a loyalty program that delivers."

Since 1988, the Freddie Awards have given a voice to frequent flyers and have recognized the most respected travel loyalty programs throughout the world. Each year, InsideFlyer magazine invites members of all travel loyalty programs to vote for the programs they feel deliver the best combination of benefits, awards, and returns on loyalty from the traveler's point of view. This year, more than 20.9 million pageviews were recorded on the Freddie Awards voting page this year during the Feb. 15-March 31 voting period.

Visit [Rapid Rewards](#) for information on the program and the latest offer.

## **ABOUT RAPID REWARDS**

Originally launched in 1987, Rapid Rewards Members who once earned credits can now earn points by flying or through qualifying purchases with our Partners. Members can redeem their points for every seat, every day, on every flight with absolutely no blackout dates or seat restrictions, and points won't expire as long as Members have earning activity within a 24-month time period. Points are earned for every dollar spent on Southwest flights, and the amount of points earned is based on the fare and fare product purchased. The number of Rapid Rewards Points that are needed to redeem for flights varies based on factors such as destination, time, day of travel, and availability. Rapid Rewards Points are also earned by spending with a variety of Rapid Rewards Partners. Rapid Rewards Credit Cardmembers can redeem their points for expanded international travel, gift cards, hotels, car rentals, merchandise, and more. Learn more about the program by visiting the [Rapid Rewards web site](#).

## ABOUT SOUTHWEST AIRLINES CO.

In its 44th year of service, Dallas-based Southwest Airlines (NYSE: LUV) continues to differentiate itself from other air carriers with exemplary Customer Service delivered by more than 46,000 Employees to more than 100 million Customers annually. Southwest operates more than 3,600 flights a day, serving 94 destinations across the United States and six additional countries. Southwest service to Puerto Vallarta, Mexico, begins in June 2015; and subject to government approvals, service to Belize City, Belize begins in October 2015.

Based on the U.S. Department of Transportation's most recent data, Southwest Airlines is the nation's largest carrier in terms of originating domestic passengers boarded. The Company operates the largest fleet of Boeing aircraft in the world, the majority of which are equipped with satellite-based WiFi providing gate-to-gate connectivity while over the United States. That connectivity enables Customers to use their personal devices to access streaming music provided by Beats Music or to view video on-demand movies and television shows, as well as nearly 20 channels of free, live TV compliments of our valued Partners. Southwest is the only major U.S. airline to offer bags fly free® (first and second checked pieces of luggage, size and weight limits apply) to everyone, and there are never reservation change fees, although fare differences might apply. In 2014, the airline proudly unveiled a bold new look: *Heart*. The new aircraft livery, airport experience, and logo, showcase the dedication of Southwest Employees to connect Customers with what's important in their lives.

From its first flights on June 18, 1971, Southwest Airlines launched an era of unprecedented affordability in air travel described by the U.S. Department of Transportation as "The Southwest Effect," a lowering of fares and increase in passenger traffic whenever the carrier enters new markets. With 42 consecutive years of profitability, Southwest is one of the most honored airlines in the world, known for a triple bottom line approach that contributes to the carrier's performance and productivity, the importance of its People and the communities they serve, and an overall commitment to efficiency and the planet. The 2013 Southwest Airlines One Report™ can be found at [Southwest.com/citizenship](http://Southwest.com/citizenship).

Book Southwest Airlines' low fares online at [Southwest.com](http://Southwest.com) or by phone at 800-I-FLY-SWA.

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/southwest-airlines-rapid-rewards-program-wins-best-redemption-ability-best-airline-customer-service-and-best-loyalty-credit-card-at-27th-annual-freddie-awards-300075922.html>

SOURCE Southwest Airlines