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# Southwest Airlines Rapid Rewards Program Named Program Of The Year At The 28th Annual Freddie Awards

**Rapid Rewards Loyalty Program also takes home 2016 Freddie Award for Best Customer Service in addition to Program of the Year**

DALLAS, April 29, 2016 /PRNewswire/ -- [Southwest Airlines Co.](#) (NYSE: LUV) loyalty program, Rapid Rewards®, has been named Program of the Year for the Americas by the Freddie Awards, one of the most prestigious honors for loyalty programs in the travel industry. Rapid Rewards was also recognized as Best Customer Service at InsideFlyer magazine's 28<sup>th</sup> annual Freddie Awards ceremony yesterday in Las Vegas.

"We constantly strive to provide our loyal Customers with the best program, so to receive the official title of the Program of the Year means a lot to us," said Jonathan Clarkson, Southwest's Senior Director of Loyalty, Partnerships, & Products. "Our Customer-focused loyalty program offers a unique combination of Customer Service, award availability, and program value. We're proud Customers continue to come back for more."

For the fourth consecutive year, Rapid Rewards, which was relaunched in 2011, won the Freddie awards for Best Customer Service. This is the first time the loyalty program has been voted Program of the Year since it's relaunch.

Introduced in 1988, the Freddie Awards give voice to the frequent flyer and honor the most respected travel loyalty programs in the world. Nearly three million ballots are cast annually as travelers vote for the program they feel provided the best value and services during the previous year. The 28<sup>th</sup> annual Freddie Awards ceremony took place in Las Vegas on April 28, 2016.

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 45th 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 509,000 Employees to more than 100 million Customers annually. Southwest proudly operates a network of 97 destinations across the United States and seven additional countries with more than 3,900 departures a day during peak travel season.

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. That connectivity enables Customers to use their personal devices to view video on-demand movies and television shows, as well as more than 20 channels of free, live TV compliments of our valued Partners. Southwest created [Transfarency<sup>SM</sup>](#), a philosophy which treats Customers honestly and fairly, and in which low fares actually stay low. Southwest is the only major U.S. airline to offer bags fly free® to everyone (first and second checked pieces of luggage, size and weight limits apply, some airlines may allow free checked bags on select routes or for qualified circumstances), and there are no change fees, though 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 43 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 2014 Southwest Airlines One Report™ can be found at [SouthwestOneReport.com](#).

Book Southwest Airlines' low fares online at [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-named-program-of-the-year-at-the-28th-annual-freddie-awards-300260077.html>

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