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# Southwest Airlines' Rapid Rewards Program Sweeps the 29th Annual Freddie Awards

**Rapid Rewards loyalty program takes home top honors as Program of the Year and is voted Best in three additional categories**

DALLAS, April 28, 2017 /PRNewswire/ -- [Southwest Airlines Co.](http://www.southwestair.com) (NYSE: LUV) loyalty program, Rapid Rewards®, has once again been named Program of the Year by the Freddie Awards, one of the travel loyalty industry's most trusted voices. In addition to receiving this highest honor at the 29<sup>th</sup> annual awards ceremony in New Jersey, Rapid Rewards was recognized for providing the Best Loyalty Credit Card, the Best Airline Redemption Ability and, for the fifth consecutive year, the Best Customer Service.

"Hearing that our loyal Customers hold us in such high regard is both a pleasure and an honor," said Jonathan Clarkson, Southwest's Senior Director of Loyalty, Partnerships, & Products. "Customer Service, award availability, and program value—along with an expanding network of locations that Members can use their points to fly to—have always been our priority when delivering a Customer-focused loyalty program. We are proud to be recognized by our Members once again for this unique combination of product offerings."

This recognition marks the second consecutive year of Southwest Airlines'® Rapid Rewards program being voted by Customers as the loyalty program of choice. Since its relaunch in 2011, Rapid Rewards has won the Freddie Award for Best Customer Service a total of five years in a row.

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. InsideFlyer magazine's 29<sup>th</sup> annual Freddie Awards occurred April 27, 2017, in Jersey City.

Visit [Rapid Rewards](http://www.southwestair.com/rapidrewards) for information on the program and the latest offers.

## **ABOUT RAPID REWARDS**

Originally launched in 1987, Rapid Rewards Members who once earned credits now earn points through qualifying Southwest Airlines flights 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 flight-earning or partner-earning activity at least once every 24 months. 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 46th 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 54,000 Employees to more than 100 million Customers annually. Southwest proudly operates a network of 101 destinations in the United States and eight additional countries with more than 3,900 departures a day during peak travel season. Service to both Grand Cayman and Cincinnati begins June 4, 2017; and service to Turks and Caicos is expected to begin November 5, 2017, subject to requisite government approvals.

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 nearly 20 channels of free, live TV compliments of our valued Partners. Southwest created [Transfarency®](#), 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. The airline proudly unveiled a bold new look: *Heart*. A new logo, aircraft livery, interior design featuring a new seat and Flight Attendant galley, Employee-designed uniforms, and an updated airport experience all showcase the dedication of Southwest Employees who 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 44 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 2015 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-sweeps-the-29th-annual-freddie-awards-300447970.html>

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