

April 30, 2019



Southwest Airlines' Rapid Rewards Recognized as Program of the Year and Three Other Top Honors at this Year's Freddie Awards

This year, Rapid Rewards received Program of the Year, Best Customer Service, Best Loyalty Credit Card, and Best Airline Redemption Ability.

DALLAS, April 30, 2019 /PRNewswire/ -- [Southwest Airlines Co.'s](#) (NYSE: LUV) frequent flyer program, Rapid Rewards®, held onto its title of Best Customer Service for the seventh consecutive year at InsideFlyer Magazine's Freddie Awards. Rapid Rewards was also named Program of the Year for the fourth year in a row.

"We are thrilled to win in four categories at this year's Freddie Awards," said Jonathan Clarkson, Southwest's Managing Director of Loyalty, Partnerships, & Products. "Our Loyalty Program is designed with some of the most flexibility, seat availability, and places to travel. Ensuring the satisfaction of our Customers is at the forefront of any decision we make at Southwest."

Introduced in 1988, the Freddie Awards give voice to the frequent flyer and honors the most respected travel loyalty programs in the world. InsideFlyer Magazine's 30th annual Freddie Awards were held April 25, 2019, in Dallas, Texas.

The Rapid Rewards program gives Members the chance to use points to book flights. Through the [More Rewards](#) online portal, Members can use their points for a number of purchases such as hotel stays, gift cards and car rentals.

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

ABOUT SOUTHWEST AIRLINES CO.

In its 48th year of service, Dallas-based [Southwest Airlines Co.](#) (NYSE: LUV) continues to differentiate itself from other air carriers with exemplary Customer Service delivered by more than 59,000 Employees to a Customer base topping 134 million passengers last year. Southwest became the nation's largest domestic air carrier in 2003 and maintains that ranking based on the U.S. Department of Transportation's most recent reporting of domestic originating passengers boarded. In peak travel seasons, Southwest operates more than 4,000 weekday departures among a network of 101 destinations in the United States and 10 additional countries.

Southwest coined [Transfarency](#)® to describe its purposed philosophy of treating Customers honestly and fairly, and low fares actually staying 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 carriers offer free checked bags on select routes or in qualified circumstances), and there are no change fees, though fare differences might apply.

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

View original content:<http://www.prnewswire.com/news-releases/southwest-airlines-rapid-rewards-recognized-as-program-of-the-year-and-three-other-top-honors-at-this-years-freddie-awards-300840611.html>

SOURCE Southwest Airlines Co.