

Rapid Rewards Celebrates 38 Years of Rewarding Flyers Faster!

In June 1987, Southwest Airlines introduced its frequent flyer program, The Company Club.

THIS IS YOUR OFFICIAL MEMBERSHIP CARD.



Put it in your wallet now and present it to earn free flights. To reserve a Southwest Airlines flight, call your travel agent or the toll-free reservations number printed on the back of your new COMPANY CLUB membership card.

Unlike programs at other carriers, this program was unique. Instead of being based on mileage, The Company Club was an actual frequent flyer program that rewarded Customers based on frequency of travel. "We didn't care how far someone flew, just that they flew!" said John Jones, who began his career at Southwest in the department that managed the Customer Service for the program.

"When I joined Southwest in May 1996, I was hired as a 'Telephone Representative' and answered incoming calls about our frequent flyer program," John shared. "After a year, I became a 'Writer' and began responding to written correspondence. It seems extremely quaint now, but those were the only two ways to reach Southwest back then—by phone and by letter. We received thousands of calls and letters each month!"

And much of the incoming mail was enrollment applications.

"Initially, to join The Company Club, a Customer had to pick up a paper application at the airport and collect stamps each time they flew," said Southwest's Corporate Historian Richard West.

"Flyers would qualify for a Reward Ticket—a fully transferable, round-trip ticket good anywhere that Southwest flew—after completing 20 one-way flights (or 10 round trips) within 24 months. If they flew 100 one-way flights in a year, they could earn the Companion Pass, allowing them to designate someone to fly with them for free for the next 12 months! In 1993, the program was amended to be eight round-trip or 16 one-way flights, making earning a free ticket even easier!"

10 roundtrips earn you a free roundtrip and more.

Southwest Airlines has created a frequent flyer program that doesn't shortchange people who take short flights: The Company Club.

To join, take 10 roundtrips (or 20 one-way trips) on The Company Plane™ and you'll receive your membership card and a free roundtrip ticket to any of the exciting cities we serve.

That's it. You're a member.

After you join, Since you may fly Southwest a **time or two** before receiving your Company Club membership card, we're making it even easier to qualify for your next free trip. Take just 8 roundtrips to get your next free roundtrip. Then we'll send you a free roundtrip ticket every time you complete 8 roundtrips. It's that simple. Plus the tickets you earn are yours to use or give to others.

And, if you use The Company Plane a lot (50 roundtrips within 12 months) you'll receive a Companion Pass that lets the person of your choice fly free for a year when they're traveling with you.



More details about The Company Club.

Rules & Regulations

Application

- All application information must be completed prior to the flight given. One credit stamp will be given for the actual segment on Southwest Airlines from an origination city to a destination city or through or connecting flights do not count as more than one.
- An individual is limited to one membership in the program. Applications for more than one membership will not be processed separately. Corporations and other entities cannot be enrolled.
- A credit stamp is issued at the Southwest Airlines boarding pass is issued in the originating city for each flight segment. Each applicant to submit this application at the boarding gate commencement. A credit stamp will not be issued after flight completion.
- All segments must be flown by the SAME PERSON as listed in the information section and valid identification must be shown at the time of travel. Credit will be awarded to the individual who actually travels on the ticket. Twenty credit stamps must be collected within a 12-month period.
- A credit stamp must be affixed by a Southwest Airlines Customer Service Representative.
- A completed application must have 20 credit stamps to be eligible for The Company Club and the first award level. Application forms must be submitted with a total of 20 credit stamps.
- Applicants must be 18 years or older to enroll in The Company Club.
- A social security or tax identification number is required for all applicants.
- The following are ineligible for credit stamps in The Company Club:
 - Airline employees and their immediate families
 - Youth standby tickets
 - Non-revenue or service charge tickets
 - Trade tickets
 - Charter flights
 - Travel agents and tour operators
- THIS APPLICATION IS NULL & VOID IF APPLICATION INFORMATION OR CREDIT STAMPS ARE TAMPERED WITH OR ALTERED.
- Southwest Airlines reserves the right to offer bonus credits, but reserves the right to modify or eliminate bonus credits at any time.
- Southwest Airlines and its agencies are not responsible for stolen applications.
- All taxes which may be imposed on awards are the responsibility of the award recipient.
- Southwest Airlines reserves the right to amend, suspend, or terminate this program at any time without notice.
- Void where prohibited by law.

The Company Club Card Membership

The completed application with 20 credit stamps affixed must be submitted to Southwest Airlines Company Club, P.O. Box 1736, Minneapolis, Minnesota 55440 for acceptance into the Southwest Airlines Company Club. If accepted, the membership kit will be shipped within 14 business days from the day of receipt by the member.

- One roundtrip certificate valid for a free roundtrip on any published route. This roundtrip certificate is valid for one year from date of issuance. The periods detailed on the certificate apply. This certificate may be used at any Southwest Airlines ticket counter for a roundtrip ticket to any city the flyer chooses. (The airline award certificate issued is transferable and has no cash value and no flight credit will be awarded on redeemed certificates. Southwest Airlines Contract of Carriage rules apply.)
- The Company Club Membership Card. The Company Club Membership Card will be issued when we receive your application with 20 credit stamps. The card will feature a seven digit frequent flyer number and the name of the frequent flyer. This card will replace the application form and will be used for segment credit when presented at the boarding gate of the time of departure.

Receipt of The Company Club membership card officially enrolls you into the Southwest Airlines frequent flyer program.

Mail this completed application form (with 20 credit stamps) to:
 Southwest Airlines
 The Company Club
 P.O. Box 1736
 Minneapolis, Minnesota 55440

It is recommended that Customers mail their application via certified mail.

Take The Company Plane As a business traveler, you appreciate the frequent flights Southwest Airlines is famous for. (That's why so many people think of us as The Company Plane.)

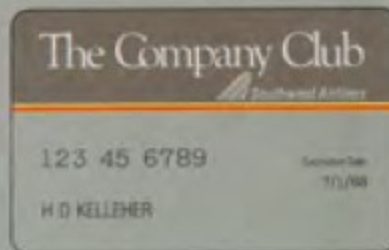
Join The Company Club Airlines is famous for the free trips you deserve. As a member of The Company Club, you'll appreciate the speed and simplicity of our reward structure.

Especially if you're familiar with other frequent flyer programs. Some are complicated. Many are confusing, if not downright deceptive. And almost all are based on mileage. So, if you take short flights, you wait a long time to get anything.

Not when you fly Southwest. Our idea of a frequent flyer program is to provide the frequent flights you need for business. And the frequent rewards that you deserve.

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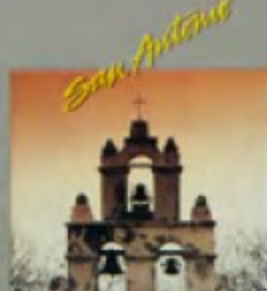
The Company Line: Your private reservation number. The card is the toll-free number on the back. Anytime you wish to book The Company Plane, simply call your private reservation number.

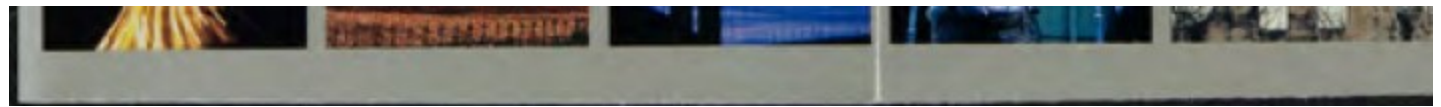


Exclusively for members' use, the Company Line enables you to book travel plans quickly and conveniently.

The Company Club discounts. As a member, you're entitled to special discounts at select rental car and hotel locations. Just show your membership card when you check in.

Here's how you join The Company Club. To receive your roundtrip ticket, simply apply for your Company Club membership now. Complete the following application form right now. Carry it with you on your next flight. After you've completed your first trip, just mail in your application.





In 1996, The Company Club was rebranded Rapid Rewards® to emphasize what set it apart from the other carriers' programs—speed and convenience.

Reward tickets were automatically mailed upon being earned, and their transferability made them easy to share with others. With most airlines setting a 25,000-mile minimum threshold to earn a free ticket, Members could earn an award trip up to three times faster than those using other loyalty programs. Also, by adding additional partners, such as rental car companies and branded credit cards, Members had additional ways to earn.

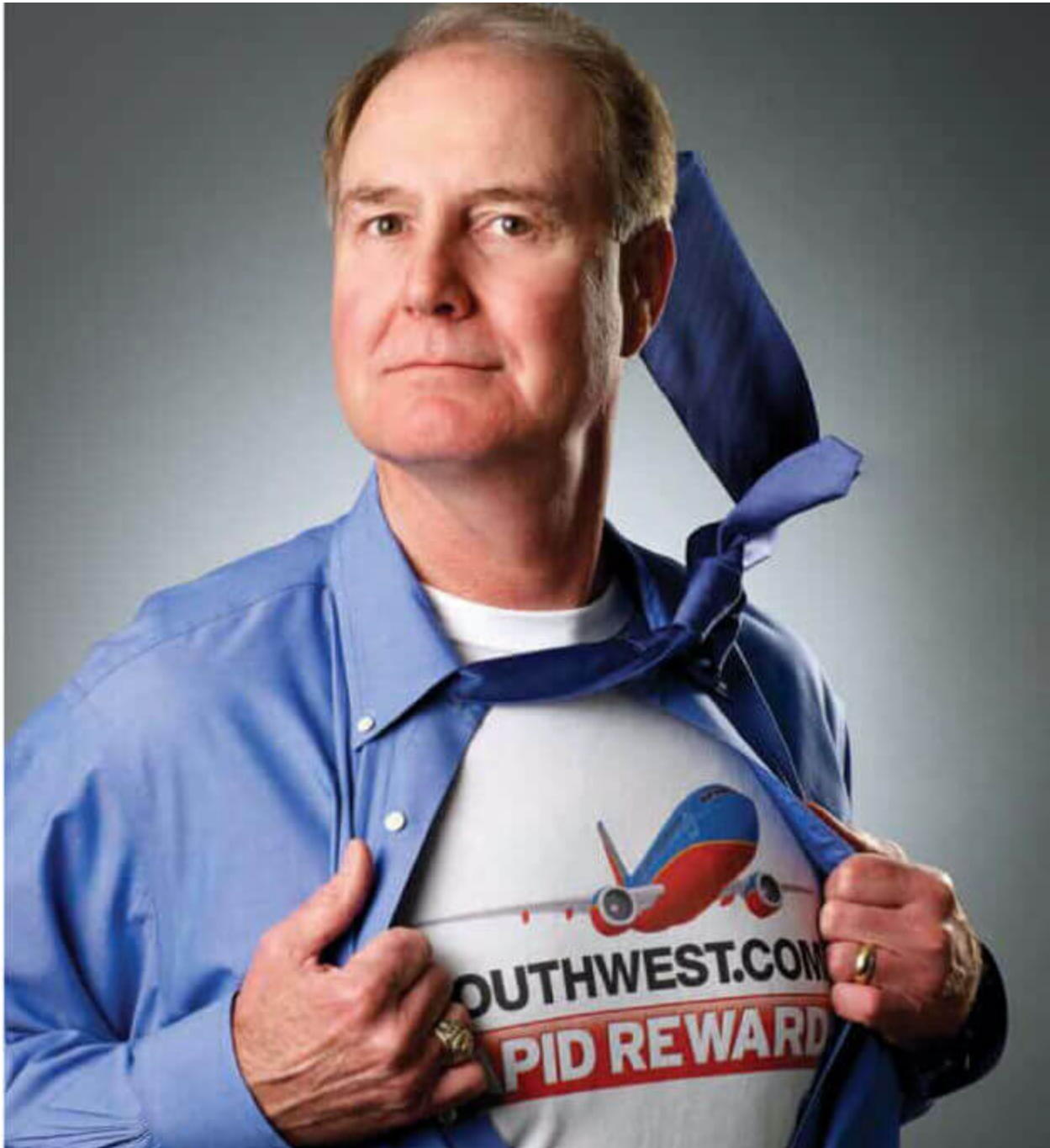
But Southwest didn't stop there!

"In January 1995, Southwest was the first major airline to offer ticketless travel," Richard explains. "And a couple of months later, we launched the Southwest Airlines Home Gate, the precursor to the Southwest.com website we have today." Southwest offered double Rapid Rewards credits for flights booked online to entice Customers to begin booking through the internet, which was a new concept at the time. This "limited time" promotion lasted from 1997 to 2003.



"Customers were crazy about the online double credit offer," John said. "Not everyone had a computer in those days, so people went to libraries or friends' houses to book. Others would call for us to walk them through how to use the internet. It was a wild time!"

The next significant change for Rapid Rewards came in 2011 when the program evolved into a points-based system. "Southwest's route network had expanded so far across the country that it raised the question of whether flight frequency provided most Members the greatest bang for their airline bucks," Richard explained. "Although short-haul travelers remained a key constituent, scores of leisure and long-haul business travelers were now Southwest regulars, prompting the opportunity for a Rapid Rewards refresh."



While Rapid Rewards has changed over the years, one thing has remained the same—it's Southwest's way of thanking our most loyal Customers. Cheers to 38 years of helping Members connect to what's most important in their lives—from honeymoons to grandkids and everything in between. And here's to the future of the award-winning program!

