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Rapid Rewards is truly rewarding!

Rapid News – Rapid Rewards Online Newsletter for Spring 2009

Rumor has it that the airline industry is cutting back the number of seats allotted for reward travel. But that's not the case with Southwest Airlines Rapid Rewards program! ***In a recent study by IdeaWorks, Rapid Rewards was noted for having the most Award seats available of any major carrier.*** This study, coupled with the honor of winning InsideFlyer's Freddie Award for Best Award Redemption for the 10th consecutive year, are among the reasons why we're extremely proud to offer you a frequent flyer program that is truly rewarding!

So reap the rewards of Rapid Rewards and make your Award reservation today.

And while you're reserving your Award, you'll be happy see that we still don't charge redemption fees, service fees, or fuel-surcharge fees for Award travel. It's just another benefit we want to continue offering our Members to make Rapid Rewards the most friendly frequent flyer program in the business.

Book your Award reservation today.

IdeaWorks' Airline Reward Availability Report, May 2008. The Rapid Rewards Award is free, but travel is subject to the government-imposed September 11th Security Fee of up to \$10 per roundtrip. All Rapid Rewards rules and regulations apply.