

February 16, 2011
Celeste Williams
Star-Telegram
P.O. Box 1870
Fort Worth, Texas 76101

Dear Celeste,

In today's economy, everyone knows that the most important thing is saving people money. With its new Rapid Rewards program, Southwest is able to offer its customers a better experience than ever before. With many airlines increasing their fees and decreasing rewards programs, Southwest Airlines stands out among the rest.

On March 1, 2011, Southwest will implement its new Rapid Rewards program. Whether you are a new or old customer, anyone can enjoy the benefits of this program. It is important that Southwest customers are aware that this program is being put into place.

With the all new Rapid Rewards program, Southwest customers can look forward to such amenities as having no blackout dates, no point expiration, and each and every seat earn rewards. Unlike the old program, it uses points instead of credits, but customers do not have to worry, all existing credits will roll over to the new points program.

Director of Programming for Southwest Airlines, David Smith will be available for an interview.

This story is vital to Southwest Airlines' consumers. They need to be aware that there may be some changes coming to their rewards program, and this is a chance for you to have an exclusive look into this new and exciting program. We, at Southwest, realize that, as the leading newspaper in the Dallas area, your publication would be able to reach many of the consumers we are targeting. I hope that you take this opportunity to reach out and inform people of this new development. I will be in contact with you in the next few days to gauge your interest in this exciting story.

Thank you for your time and consideration,

Sincerely,

Kimberly Vogel
Public Relations Director
Southwest Airlines
(214) 792-4847
Kimberly.vogel@wnco.com