



## Points expands partnership with Southwest Airlines®, as carrier launches Rapid Rewards® Points Subscription Plan

April 19, 2021

### New Subscription service by Points gives Rapid Rewards Members a flexible and convenient way to fast track rewards

TORONTO, April 19, 2021 (GLOBE NEWSWIRE) -- Global leader in powering loyalty commerce, [Points](#), (TSX:PTS) (Nasdaq:PCOM) has strengthened its ongoing partnership with [Southwest Airlines Co.](#), once more to introduce the Rapid Rewards Points Subscription Plan. Southwest Airlines is one of the first carriers to leverage the latest addition to Points' product and services offering, Subscription, which enables Members to easily build towards their reward goals. The introduction of this new option is a first for Southwest's Rapid Rewards program.

Starting today, Members can choose between three different [subscription plans](#) enabling them to build a balance of either 30, 40 or, 80k points over 12 months. Once Members choose a plan, their Rapid Rewards points will then automatically be deposited into their account monthly, with quarterly bonus points awarded along the way.

"Our Rapid Rewards Members appreciate the value, flexibility, and ease of our program," said Corbitt Burns, Director of Rapid Rewards at Southwest Airlines. "Southwest Airlines is excited to offer a new way for our Members to reach their travel goals with the Rapid Rewards Points Subscription Plan."

Consumer demand for subscription-based products and services has not been adversely affected by the pandemic; in fact, the sector is one of the few that has experienced growth. By capitalizing on this emerging consumer trend with the introduction of this new service, Points can help loyalty programs drive ongoing member engagement, build long-term member lifetime value, and generate an additional revenue stream.

Rob MacLean, CEO of Points, also commented on the news, "We are proud to have been a longstanding partner with Southwest Airlines for over nine years and to be strengthening our collaboration once more with the introduction of this new product. Innovating ways to drive member engagement and provide valuable revenue to our partners has never been as important as it is now during this period of reduced travel."

[Recent research](#) by Points revealed that members have continued to forward buy points/miles since the outset of the pandemic; with over three quarters of those surveyed stating that their purchase was motivated by the desire to stock up on points/miles to meet a medium or long term travel goal. The introduction of a new service that lets them do this with ease is sure to be of interest to loyalty members.

The [Rapid Rewards](#) program is designed around a simple concept—make earning reward flights faster and easier. With Rapid Rewards, Members qualify for unlimited reward seats for every available seat, no blackout dates, and points do not expire. Members can access their account by going to [My Account](#)> [Rapid Rewards](#)> [Rapid Rewards points](#) and more.

To enroll in Rapid Rewards, visit [Southwest.com/RapidRewards](#). For more information on how Points can help loyalty programs unlock their full potential, visit [Points.com](#).

### **ABOUT SOUTHWEST AIRLINES CO.**

In its 50<sup>th</sup> year of service, Dallas-based [Southwest Airlines Co.](#), continues to differentiate itself from other air carriers with exemplary Customer Service delivered by more than 56,000 Employees to a Customer base that topped 130 million Passengers in 2019. Southwest has a robust network of point-to-point service with a strong presence across top leisure and business markets. In peak travel seasons during 2019, Southwest operated more than 4,000 weekday departures among a network of 101 destinations in the United States and 10 additional countries. In 2020, the carrier added service to Hilo, Hawaii; Cozumel, Mexico; Miami; Palm Springs, Calif.; Steamboat Springs; and Montrose (Telluride/Crested Butte), Colo. Thus far in 2021, Southwest has initiated service to Chicago (O'Hare) and Sarasota/Bradenton, both on Feb. 14; Savannah/Hilton Head and Colorado Springs, both on March 11; as well as Houston (Bush) and Santa Barbara, Calif., both on April 12; and will begin service to Fresno, Calif. on April 25; Destin/Fort Walton Beach on May 6; Myrtle Beach S.C. on May 23; Bozeman, Mont. on May 27; Jackson, Miss. on June 6; and Eugene, Ore. on Aug. 29. The Company also has announced an intention to initiate new service to Bellingham, Wash., later this year.

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

### **Media Contacts:**

Visit the Southwest Newsroom at [swamedia.com](#) for multimedia assets and other Company news.

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### **About Points International**

[Points](#), (TSX:PTS) (NASDAQ:PCOM) is a trusted partner to the world's leading loyalty programs, leveraging its unique Loyalty Commerce Platform to build, power, and grow a network of ways members can get and use their favourite loyalty currency. Our platform combines insights, technology, and resources to make the movement of loyalty currency simpler and more intelligent for nearly 60 reward programs worldwide. Founded in 2000, Points is headquartered in Toronto with teams operating around the globe.

For more information, visit [Points.com](#).

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