



**HOW MANY
CHANCES DO
YOU GET TO
SWIPE A FREE
VACATION?**



GIVE YOUR OTHER CARDS A REST AND YOU COULD WIN ONE OF **THESE FREE VACATION PRIZES!**

Imagine winning a FREE five-night SOUTHWEST AIRLINES VACATIONSSM

package for five. Or taking off on a FREE flight to one of Southwest Airlines' 54

exciting destinations. Well, the Rapid Rewards[®] Visa[®] card can make

it happen, but only if you use it July 1–September 30, 1999.

GET AWAY WITH ONE OF THESE FREE TRAVEL PRIZES:



A FREE SOUTHWEST AIRLINES VACATIONS package including roundtrip airfare on Southwest Airlines and hotel accommodations to your choice of featured destinations like Orlando, Las Vegas, San Francisco, and more! (one prize to be awarded)



Two roundtrip tickets to ANY Southwest Airlines destination city! (10 prizes to be awarded)

HURRAY! IT'S THE RAPID REWARDS VISA SUMMER SWIPEAWAY. THE MORE YOU SWIPE, THE MORE CHANCES YOU GET TO WIN!

Get set to swipe a **FREE SOUTHWEST AIRLINES VACATIONS** package for five. Or two **FREE roundtrip tickets**. Just reach for your Rapid Rewards Visa July 1–September 30, 1999.



There's nothing like it. The excitement and fun of FREE travel. The Rapid Rewards Visa

Summer SwipeAway will make it happen for 11 lucky winners. Will you be one? As an added benefit for being a cardmember, you have the opportunity to enter as many times as you like. The prizes? How about a **FREE**

SOUTHWEST AIRLINES VACATIONS package for five. Or **FREE roundtrip tickets**

for two to any of 54 destinations. From July 1–September 30, simply use your Visa card to pay for all your everyday purchases — the opportunities are almost endless. Every time you swipe your card (that means use it), you'll get another chance to win. Don't

forget, by using your card you're also earning Reward Dollars good toward FREE Southwest Airlines flights. Now that's a real steal!



Here's what you do:

- 1 Use your Rapid Rewards Visa card between July 1 and September 30, 1999.
- 2 Every time you use it you're entered to win. It's automatic!
- 3 No entry blanks needed. No forms to fill out. Simply swipe away!
- 4 Just remember to make your Rapid Rewards Visa the card you choose for all your everyday purchases July 1–September 30, 1999.



Southwest Airlines service in and out of Love Field airport is subject to Wright Amendment rules. No purchase or obligation necessary. For automatic entry, use your Rapid Rewards Visa for purchases from July 1 through September 30, 1999. To enter without purchase or obligation, hand print your name, address, city, state, ZIP code, day and evening phone numbers, and the words "Rapid Rewards Visa SwipeAway Sweepstakes" on a 3 1/2" x 5" card and mail it to P.O. Box 834097, Richardson, Texas 75083-4097. All entries become the property of the sponsor and will not be returned. Mail-in entries must be postmarked by September 30 and received by October 7, 1999. You may enter as often as you wish, but each entry must be mailed separately. No mechanical reproductions accepted. Customer must make purchase with Rapid Rewards Visa card in good standing to be eligible for automatic entry. Purchases with cards that are stolen, fraudulent, tampered with, or otherwise altered are not eligible for automatic entry. Only Rapid Rewards Visa cardholders are eligible for participation. Past purchases are not eligible for sweepstakes entry. Standard Rapid Rewards rules apply. Customer will be notified by certified mail by November 10, 1999, if they are the winner. Winner cannot exchange prize package for cash. Winner cannot sell prize package. Customer must fly from the Southwest Airlines city closest to their hometown. Customer is responsible for their own transportation to the nearest Southwest Airlines city. SOUTHWEST AIRLINES VACATIONS package is nontransferable. One random drawing will be held on or around November 1, 1999. One grand prize consisting of one SOUTHWEST AIRLINES VACATIONS package for five including roundtrip airfare on Southwest Airlines and five nights hotel accommodations (two rooms). Second prize consisting of roundtrip airfare for two. Airfare on scheduled service on Southwest Airlines from the Southwest Airlines city closest to the winner's residence. SOUTHWEST AIRLINES VACATIONS package elements subject to availability. Winner is required to execute an affidavit of eligibility/release of liability. Sweepstakes open to all U.S. residents 18 years or older as of July 1, 1999. Employees of Southwest Airlines, VISA U.S.A., VISA International Service Association, First USA, their collective subsidiaries and affiliates, and individuals living in the same households of such employees are ineligible. Void where prohibited by law. Sweepstakes subject to all applicable federal, state, and local laws and regulations. By participating, entrants agree to these official rules and accept decisions of Southwest Airlines as final. Neither Southwest Airlines, Visa, First USA, or Mark Travel is responsible for printing or typographical errors in any sweepstakes-related materials, or for stolen, fraudulent, lost, late, misdirected, damaged, incomplete, or illegible entries or mail. Winner is solely responsible for payment of all federal, state, and local taxes on prize and for any travel or other expenses not specifically mentioned in prize description. Southwest Airlines reserves the right to cancel or modify sweepstakes if fraud or technical failures compromise the integrity of sweepstakes as determined by Southwest Airlines in its sole discretion. Retail value of grand prize is \$5,000. Retail value of second prize is \$600. For Winner's List, write to Southwest Airlines at P.O. Box 650331, Dallas, Texas 75265. Written requests for Winner's List must be postmarked by November 15, 1999. Odds of winning depend on total number of entries received. Sponsor: Southwest Airlines and First USA.



AS MANY AS YOU WANT!

July 1–September 30, 1999,
swipe your Visa® card
and you're "in"!



IT'S SIMPLE. EVERY TIME YOU SWIPE YOUR RAPID REWARDS® VISA® CARD YOU'RE AUTOMATICALLY ENTERED.

You know how using your Visa card earns Reward Dollars toward FREE flights on Southwest Airlines. To reward you even more for using your card, we're inviting you to enter our Southwest Airlines Rapid Rewards Visa Summer SwipeAway. It may be a funny name for a contest, but it's the perfect chance to get away on a **FREE** SOUTHWEST AIRLINES VACATIONSSM package just by using your Visa July 1–September 30, 1999.

Southwest Airlines
P.O. Box 3662
Dallas, Texas 75235

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**SWIPE A FREE VACATION
AND GET AWAY WITH IT.**

