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**AMERICAN AIRLINES NAMED THE OFFICIAL AIRLINE OF
OLIVIA CRUISES AND RESORTS**

**World's Largest Airline Partners with the Nation's Most Recognized
Brand Targeting the Lesbian Community**

FORT WORTH, Texas – American Airlines, the world's largest airline, has been named the Official Airline of Olivia. Fort Worth-based American Airlines, who ranked in a recent Travel Industry Association study as the nation's "gay-friendliest" airline, will tailor and promote attractive fares for those booking air travel to an Olivia Cruise or Resort.

"We are thrilled to join with Olivia as the official airline partner," said Betty Young, American Airlines National Sales & Marketing Manager for the lesbian, gay, bisexual and transgender (LGBT) Community. "Olivia is the most widely recognized and respected lifestyle brand serving the lesbian community. This brand celebrates the lives of lesbian women by offering a broad range of products and services to meet their needs, so it was a natural fit that American Airlines take part in that celebration by partnering with Olivia."

American Airlines is offering Olivia members and customers valuable airfare options for travel to Olivia Cruises and Resort destinations. Those booking an Olivia vacation can visit www.AA.com/Rainbow, click on LGBT Community Events and locate the fare code to receive this Olivia exclusive offer. Travelers will also have the option of calling an Olivia reservation specialist at 1-800-631-6277.

"American Airlines remains the industry leader for its continued commitment to the lesbian and gay community," said Judy Dlugacz, Olivia Founder and President. "Research by Harris Interactive with the Travel Industry Association shows that in 2006 lesbian and gay travelers took a projected total of 53.2 million leisure trips spending an estimated \$40 billion. This partnership helps maintain American Airlines' position as the leader among airlines for the loyalty of this important and expanding consumer segment."

American Airlines is recognized as the first Fortune 100 company to create a dedicated LGBT marketing and sales team - The Rainbow TeAAm. As a leading corporate member of the

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International Gay and Lesbian Travel Association (IGLTA), American is committed to developing strategies that ensure lesbian and gay travelers benefit from more choices and greater access to quality services that are truly tailored to the community's needs. American Airlines has earned a top score of 100 in the Human Rights Campaign's Corporate Equality Index for each of the five consecutive years of the CEI's existence – the only airline to do so.

About American Airlines

American Airlines is the world's largest airline. American, American Eagle and AmericanConnection[®] serve 250 cities in over 40 countries with more than 3,900 daily flights. The combined network fleet numbers more than 1,000 aircraft. American's award-winning Web site, AA.com, provides users with easy access to check and book fares, plus personalized news, information and travel offers. American Airlines is a founding member of the oneworld[®] Alliance, which brings together some of the best and biggest names in the airline business, enabling them to offer their customers more services and benefits than any airline can provide on its own. Together, its members serve more than 600 destinations in over 135 countries and territories. American Airlines, Inc. and American Eagle Airlines, Inc. are subsidiaries of AMR Corporation. AmericanAirlines, American Eagle, AmericanConnection, AA.com and AAdvantage[®] are registered trademarks of American Airlines, Inc. (NYSE: AMR).

About Olivia

Olivia is the lifestyle brand focused exclusively on lesbians and delivering premium products and services that connect and celebrate their lives. Originally founded as a record label in 1973, the San Francisco-based company has evolved into the leader in lesbian travel, offering extraordinary vacations for lesbians to some of the world's most exclusive destinations and featuring top entertainers including Lily Tomlin, Whoopi Goldberg, Melissa Etheridge and cast members from Showtime's original hit series, The L Word. In addition to travel, Olivia offers an Olivia Visa rewards credit card and in 2007 will be launching www.olivia.com/connect, an online community, content and resource destination for lesbians, Olivia Magazine, a lifestyle magazine for lesbians, Olivia Membership, a program offering special benefits and resources for lesbians, including insurance and financial services, retail discounts, access to entertainment and health and fitness resources, and Olivia Living, an active adult resort retirement community. Visibility and empowerment for lesbians is at the heart of everything Olivia does. It is proud to sponsor top out athletes Sheryl Swoopes and Rosie Jones and support a number of Women's and Lesbian and Gay organizations, donating more than \$450,000 to groups working to empower and transform lives of women and lesbians. For more information on Olivia, visit www.olivia.com.

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