



American Airlines®



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AMERICAN AIRLINES LAUNCHES AA.COM/WOMEN INCREASING ITS FOCUS ON WOMEN'S TRAVEL MARKET

American to be First Airline Offering Women Travelers Online Content
Following 2006 Launch of WWW.AA.COM/RAINBOW for LGBT Travelers

Editor's Note: Backgrounder and interviews available upon request.

FORT WORTH – American Airlines today launched AA.com/women, becoming the first airline in the industry to introduce a convenient online resource specifically designed for its female customers. American Airlines recognizes the growing women's market and is intent on tapping its potential for improving the customer experience for all passengers.

Development of AA.com/women follows in the path of last year's launch of American's unique online resource and booking portal, **AA.com/Rainbow**, dedicated to LGBT business and leisure travelers. As the industry pioneer in reaching the gay and lesbian market and adding to its legacy of firsts, American was the first airline to establish a dedicated LGBT sales force, the American Airlines Rainbow TeAAm. Building off the success of AA.com/Rainbow, launching AA.com/women reaffirms American's position as an industry leader in providing premium service to all customers.

With nearly 50 million female passengers boarding American Airlines flights each year, this is the latest example of American's focus on enhancing the customer experience. AA.com/women provides an additional opportunity for American to reach

out to female customers and solicit their insights as well as a unique forum for women to connect with each other and with American.

AA.com/women's content includes information on safety and security; saving time and money while traveling; traveling with friends, family or partners; stories and advice from other women travelers.

Current research shows the following:

- 75 percent of women in the U.S. use the internet for general usage (Harris Poll, May 2006)
- Among women who booked travel in the last year, 35 percent booked online (Harris Interactive Study, September 2006)
- The women's buying power is estimated at \$6.1 trillion (*Marketing to Women*, Marti Barletta)

With this in mind, American has already become the first and only airline to create a position solely focused on women's sales and marketing.

"This is a great opportunity to recognize the achievements of women, let them know we are listening to them, and demonstrate through AA.com/women that we value their business." said Peggy Sterling, American's Vice President of Safety, Security and Environmental, and American's first female line operations officer.

Sterling commented further that American knows that all of its customers benefit from suggestions made by women travelers, and by improving the customer experience, the airline has a tremendous opportunity to grow its revenue, market share, and customer loyalty.

In any given year, approximately 48 percent of American Airlines customers are women. American estimates that if the company is able to raise the number of women traveling on the airline by 2 percent (at \$100 per segment) as a result of AA.com/women and its emphasis on women travelers, the airline would garner an additional \$94 million

annually while providing additional value and travel information to female customers at no extra cost to them.

“For more than eighty years, women travelers have relied on American to transport them to destinations around the world,” said Nora Linville, Director – American Airlines Women’s Sales and Marketing. “In designing and building AA.com/women, we created a travel advisory panel of expert women travelers, including former female employees, women business owners, and women who regularly travel for business and pleasure. The feedback from these women was valuable in ensuring AA.com/women would offer our female passengers useful information that was presented in a way to make researching and purchasing travel easier and more efficient.”

To commemorate the launch of AA.com/women, AAdvantage® Travel Awards program participant, Wyndham Hotels and Resorts, is offering a 20 percent discount through Dec. 31, 2007, on reservations made through AA.com/women.

Building on the company’s existing focus to attract more women passengers, including special features of the recently introduced 767-300 new business class, customers are invited to send in their travel tips, stories and recommendations to wehearyou@aa.com. American, a founding member of the global **oneworld**® Alliance, will post customer comments, stories and tips on AA.com/women to further facilitate the travelers’ ability to share travel experiences and create a sense of community with other women travelers.

ABOUT AMERICAN AIRLINES

American Airlines is the world's largest airline. American, American Eagle and the AmericanConnection® airlines serve 250 cities in over 40 countries with more than 4,000 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.

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