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**AMERICAN AIRLINES LAUNCHES EXCITING NEW LINK USING
FACEBOOK PLATFORM, POPULAR ONLINE TOOL FOR MANY LGBT
TRAVELERS**

**Share Personal Favorites, Travel Experiences and Details About Upcoming
Trips, Conveniently Interact with American Airlines**

FORT WORTH, Texas – After more than 80 years of bringing people together through the air, American Airlines is now bringing people together through cyberspace on Facebook® Platform – one of the nation’s social networks most often familiar and especially popular with lesbian, gay, bisexual and transgender customers.

American Airlines has launched **Travel Bag**, an exciting new application on Facebook Platform that makes it easy for users to share travel experiences with friends in their network; to offer and read reviews and comments on things such as restaurants and shops; and even to create countdowns for upcoming events or trips to let friends know what they’re doing.

In a 2007 market study conducted by Harris Interactive with gay market experts at Witeck-Combs Communications, researchers found that, among all online adults, and excluding email, nearly twice as many gay men and lesbians (32 percent) say they are online for between 24 and 168 hours per week, compared with 18 percent of heterosexual adults. The three most popular social networks for LGBT users include Facebook, MySpace and Friendster.

“With our dedicated LGBT sales and marketing managers, the Rainbow TeAAm as well as our dedicated gay-welcoming web presence at www.aa.com/rainbow, we are committed to finding more ways to speak to our most loyal travelers online,” said Tim Kincaid, corporate communications manager for American Airlines. “Working with excellent partners like Facebook, gives us even greater connectivity in the online world that is so vital to LGBT households.”

Travel Bag also offers a convenient link to American’s award-winning Web site, AA.com (or with another click to AA.com/rainbow), where Facebook users can check for low fares, make reservations, view their AAdvantage® miles, check gate and arrival/departure information, even get the 411 on American Airlines destinations – all within their own unique profile page.

Facebook has more than 67 million active users, and American Airlines is the first major airline to offer an application on the site for users to contribute and access travel-related content.

“At American Airlines and AA.com, we know that one of the great pleasures of travel is being able to share your experiences and knowledge with others, and our new application on Facebook Platform makes that easy, convenient and fun,” said Derek DeCross, Managing Director – Interactive Marketing at American. “It’s also a new portal

to everything that American has to offer customers through AA.com. If you read or see something during a Facebook session that inspires you to travel, the start of your trip is just a click away, at AA.com.”

The components of the new American Airlines application on Facebook Platform are:

- **Favorites** – Generate a list of your “favorite things” – the best restaurants and gay nightspots, the best-equipped gyms and beaches, the best museums or antiquing, and more in your town or on the other side of the world. Share with fellow Facebook users your impressions, with information easily organized by category, destination, network or previously tagged favorites.
- **Travelogue** – Make travel journals, include photographs, share anecdotes with other Facebook users, and let them know all about your most recent trip. Was it the trip of a lifetime, and are you already planning your next one? Travelogue is better and faster than a postcard, and you don’t have to worry about stamps.
- **Trip-O-Vent** – Create visual countdowns to important events in your life for other Facebook users to see – an upcoming trip, a graduation, a commitment ceremony. Invite friends to your event or even add pictures.

It’s fast and easy to download the new American Airlines application on your Facebook page. Simply visit www.facebook.com and search for “Travel Bag” in the Application directory.

The ability to interact with American Airlines and AA.com in the Facebook environment is just one of many recent enhancements for AA.com users. Earlier this year, American introduced a mobile version of its Web site that provides access to most of the same services available on AA.com – all from a Web-enabled cell phone or other Web-enabled device. For more information, visit www.aa.com/mobile.

Other customer-friendly features American has added to its Web site in the past year and that are available directly through www.aa.com/rainbow include:

- A new online shopping and booking feature that makes it easier for customers to plan travel on AA.com with the ability to see, at a glance, the lowest fare available three days before and three days after their original departure date.
- The new DealFinderSM tool, which can be downloaded to a user’s computer desktop and offers customers exclusive, personalized, special fares to locations throughout American’s worldwide network.
- A new AAdvantage award booking feature that makes it faster and more convenient to plan and book AAdvantage award travel on AA.com with color-coded calendars showing available dates for each of the various AAdvantage award levels over a four-week period. The AAdvantage award booking tool can be used on any domestic or international route flown by American, American Eagle or AmericanConnection[®] carriers.
- A “Change Reservations” feature recently added to AA.com enables many customers to change their reservations online up to three hours prior to scheduled flight departure.
- New, country-specific Spanish-language portals added to www.aa.com/espanol allow site visitors to select their country of residence from among nearly 20 choices, allowing American to better serve customers in Latin America and the United States.
- The “Fly Now, Pay Later” deferred payment option allows holders of the American Airlines Credit CardSM to enjoy six months of no paymentsSM and no interest for tickets

purchased on AA.com. For terms and conditions and more details, visit www.aa.com/paylater.

About AA.com

With more than 1.6 million site visits per day, AA.com is American's largest distribution channel and the best place to do business online with the airline, 24-7. At AA.com you can conveniently search for and book low fares and award travel; select seats; make hotel, rental car and cruise reservations; get flight arrival and departure information; sign up for flight status notification and even check in and print boarding passes. You can also manage your AAdvantage account at AA.com, as well as sign up to receive emails from American and get customized DealFinder alerts and other special offers. Customers who purchase tickets at AA.com get a lowest-fare guarantee and don't pay an online booking fee. AA.com has twice received the World Travel Award for World's Leading Airline Internet Site and has received multiple site awards from various organizations.

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 nearly 700 destinations in over 140 countries and territories. American Airlines, Inc. and American Eagle Airlines, Inc. are subsidiaries of AMR Corporation. AmericanAirlines, American Eagle, AmericanConnection, AA.com, AAdvantage and We know why you fly are registered trademarks of American Airlines, Inc. DealFinder is a mark of American Airlines, Inc. (NYSE: AMR).

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