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AMERICAN AIRLINES CELEBRATES LAUNCH OF “SORDID LIVES: THE SERIES”

American Airlines and Rainbow TeAAm Have Cameo Roles on New Logo production

Editors Note: Following the New York event, photographs will be made available upon request.

FORT WORTH, Texas – American Airlines will celebrate the world premiere of the much-anticipated “Sordid Lives: The Series,” television series with an event in New York on Tuesday, July 15. The premiere benefits The Trevor Project, which is the only nationwide, around-the-clock crisis and suicide prevention helpline for gay youth and youth who question their sexual identity.

“Sordid Lives: The Series,” which will be broadcast on the Logo cable network beginning July 23, is a prequel to the 2000 film, “Sordid Lives.” The new TV series’ 12 half-hour episodes are a humorous look at a dysfunctional family and the denizens of Winters, Texas. The series took two years to develop and was produced by Stanley M. Brooks, Del Shores and Damian Ganczewski for Once Upon A Time Films.

Among those scheduled to attend Tuesday’s New York premiere are: Shores, Leslie Jordan (“Will & Grace”), Emmy Award winner Rue McClanahan (“The Golden Girls”), Olivia Newton-John (“Grease”), Caroline Rhea (“Sabrina, The Teenage Witch”, “The Caroline Rhea Show”), Bonnie Bedelia (“Die Hard,” “The Division”), Beth Grant (“No Country for Old Men”, “Little Miss Sunshine”), newcomer Jason Dottley, Allison Janney (“West Wing”) and Whoopi Goldberg (“The View”).

Shores, creator and director of the new series, applauded American Airlines and the LGBT Rainbow TeAAm for supporting the show and for being long-time supporters of the gay community. “For years, I’ve been blown away by American’s generous support of the LGBT community, and the icing on the cake is their support for my new

American Airlines Celebrates Launch Of “Sordid Lives: The Series”

July 14, 2008

Page 2

show,” Shores said. “It has been such a pleasure working with George Carrancho and Betty Young and all our friends at American Airlines.”

Carrancho, who with Young leads American’s LGBT Rainbow TeAAm efforts, has a walk-on cameo role in one of the series’ episodes. He said: “We are honored not only to help introduce this long-awaited series, but also to show American Airline’s brand during the filming.”

A special microsite is available at LOGOonline.com and includes never-before-seen photos, interviews and the launch of the exclusive series trailer. More media details on the preview event and the “Sordid Lives: The Series” production can be obtained by calling Ed Baran, telephone 213-482-4696, cell 818-445-1363, and email edbaranpr@gmail.com

About The Trevor Project

The Trevor Project is a non-profit organization that operates the only nationwide, around-the-clock crisis and suicide prevention helpline for gay and questioning youth. The Trevor Helpline, 866-4-U-TREVOR, is a free and confidential service that offers hope through its trained counselors. In addition to the helpline, the organization's Web site provides information on identifying and assisting potentially suicidal youth and "Dear Trevor," a confidential resource where youth can ask questions about sexual orientation and identity issues. The Trevor Project also provides lifesaving guidance and vital resources to educators and parents. The organization was founded by three filmmakers whose film, *Trevor*, about a teenager who attempts suicide after realizing that he might be gay, received the 1994 Academy Award® for Best Short Film (Live Action).

For more information about The Trevor Project, please visit TheTrevorProject.org. The Trevor Project is a 501 (c)(3) organization.

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American Airlines Celebrates Launch Of “Sordid Lives: The Series”

July 14, 2008

Page 3

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