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AMERICAN AIRLINES BEGINS “NYC CHALLENGE 10,000” CAMPAIGN ON FACEBOOK TO BOND WITH ITS NEW YORK FOLLOWERS

Help Reach 10,000 Goal and a Reward Awaits

NEW YORK – If actors, rock stars and sports figures can all have fan clubs, then why can't an airline?

American Airlines posted the “*NYC Challenge 10,000*” to its friends in New York, one of the airline's focus cities. In “*NYC Challenge 10,000*,” American is reaching out to New Yorkers to become a fan of American's Facebook page. When the number of American's New York Facebook fans reaches 10,000, the airline plans to offer a Facebook-exclusive promotion.

American began the “*NYC Challenge 10,000*” by posting the following message on Facebook: “We love the Big Apple and are calling upon our wonderful friends to help us spread the word about American Airlines fan page to everyone you know who lives in New York City and loves to travel. Big things await, if we can get to our goal of 10,000 NY Facebook fans!”

To sign up, log onto www.facebook.com/aa and click on “Become a Fan” at the top of the page to complete the process. Visitors will then be able to encourage their friends to become Facebook fans of American Airlines, as well.

“American Airlines is a devoted fan of New York,” said Jim Carter, Vice President – Eastern Sales Division for American Airlines. “Now, we're reaching out to all our New York friends to become fans of American Airlines on Facebook. With the social media so vital to the way we communicate today, what better way to create a tighter bond with our followers than to ask them to join us on Facebook?”

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American is also using Twitter to draw attention to its *NYC Challenge 10,000* campaign. While the campaign is New York-focused, the surprise benefit will be for all U.S. Facebook fans of American Airlines. To be counted towards the 10,000 total, Facebook fans must list a New York metropolitan city as their "Current City" in their profile.

American Airlines serves Greater New York with 210 non-stop flights to 63 destinations from four airports: LaGuardia Airport, John F. Kennedy International, Newark Liberty and White Plains/Westchester County. American offers service from New York to 29 destinations beyond the U.S., including London, Paris, Rome, Zurich, Brussels, Milan, Barcelona and Tokyo.

Follow American Airlines on Twitter, www.twitter.com/AAirwaves.

About American Airlines

American Airlines, American Eagle and AmericanConnection® serve 250 cities in 40 countries with, on average, more than 3,400 daily flights. The combined network fleet numbers more than 900 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 more than 130 countries and territories. American Airlines, Inc. and American Eagle Airlines, Inc. are subsidiaries of AMR Corporation. AmericanAirlines, American Eagle, AmericanConnection, AA.com, We know why you fly and AAdvantage are registered trademarks of American Airlines, Inc. (NYSE: AMR)

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