



CONTACT: Billy Sanez
Corporate Communications
Fort Worth, Texas
817-967-1577
mediarelations@aa.com

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**AMERICAN AIRLINES PARTNERS WITH SHUTTERFLY
FOR "PICTURE THE STORIES" SWEEPSTAKES**

Customers Who Register for the Sweepstakes Could Win 500,000 AAdvantage Miles – Plus, If They Also Book on AA.com They'll Get a Shutterfly Photo Book

FORT WORTH, Texas – American Airlines and photo Web site Shutterfly.com are teaming up to offer AAdvantage® miles and other great prizes through the "Picture the Stories" Sweepstakes.

During the sweepstakes, which lasts until June 1, customers can view six destinations, and travel-focused Shutterfly photo books, including images from six travel experts sharing their tips on how to tell great travel stories. After looking at the photo books, which feature different travel destinations and activities that can be booked on AA.com, customers can register up to seven times for a chance to win the sweepstakes. One lucky grand prize winner will receive 500,000 AAdvantage miles, \$500 to use towards the purchase of a digital camera, and 1,000 Shutterfly prints.

Those who register for the sweepstakes and purchase a ticket on AA.com during the promotional period will qualify to receive a hardback 8-by-8-inch, 20-page Shutterfly photo book – a \$29.99 value.

"With this sweepstakes, American and Shutterfly are encouraging customers to create and capture their own special travel memories to share with others and earn rewards along the way," said Derek DeCross, American's Managing Director – Interactive Marketing. "This promotion highlights that AA.com is not just a destination to find American's lowest fares guaranteed with no online booking fees, it's also a powerful one-stop shop for all our customers' travel needs. From hotels, to cars, to cruises, and to activities, AA.com offers a vast selection of travel products – all with great rates."

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Customers can get up to seven grand prize entries by reviewing the online photo books and registering at www.aa.com/promo, and by referring friends and family to the sweepstakes.

Terms and Conditions

American Airlines Picture The Stories Sweepstakes Official Rules: NO PURCHASE NECESSARY. Void where prohibited. Open to legal residents of the 50 United States and the District of Columbia, 18 years or older. Participation is subject to complete Official Rules, by which all entrants are bound, available at www.aa.com/promo. Entrants release all parties from all claims/liability arising from this Sweepstakes or acceptance/use of any prize. Sweepstakes began at 11:59 a.m. EDT on 03/30/2010 and all entries must be received by 11:59 a.m. EDT on 06/01/2010. Shutterfly and Shutterfly.com are trademarks of Shutterfly, Inc. All rights reserved. AmericanAirlines and AAdvantage are marks of American Airlines, Inc.

Shutterfly Photo Book Offer: You will be eligible to receive one 20 page hardcover 8"x8" photo book ("Book") from Shutterfly, by: (i) registering for the "American Airlines Picture The Stories Sweepstakes" ("Sweepstakes"); (ii) purchasing a flight on AA.com between 11:59 AM Eastern Daylight Time ("EDT") on March 30, 2010 and 11:59 AM EDT on June 1, 2010 ("Promotion Period") and (iii) opening an account with Shutterfly.com, if you do not have an account already. To register for the Sweepstakes and the Book visit www.aa.com/promo ("Website") during the Promotion Period and complete all required fields on the online registration form and comply with all other requirements of the Official Sweepstakes Rules. Then you must purchase a flight during the Promotion Period on AA.com. The same email address and or AAdvantage number you used to register for the Sweepstakes must be added to your Flight Reservation when booking on AA.com. Within 45 days of purchasing a flight, American Airlines will send a Shutterfly photo book promotional code ("Code") to the email address you used to enter Sweepstakes. Offer is good for one free Book. Shipping, handling and taxes related to Book are not covered by this offer and will be your sole responsibility. This offer does not include premium licensed photo books, leather, padded and soft photo covers or incremental book pages. All incremental pages will incur a per-page fee. Offer not valid on in-store Book pickup. Limit one Book per registrant who purchased a flight on AA.com and per Shutterfly account. Offer good only while supplies last. Offer must be redeemed within seventy-five (75) days from the time American Airlines emails the Code to qualifying purchasers. No substitutions or rain checks. Void where restricted or prohibited by law. Promotional offer cannot be combined with any other offer or redeemed for cash. Offer limited to a total of one Book per qualifying individual.

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 air fares, award travel and destination activities; 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 e-mails from American and get customized DealFinderSM alerts and other special offers. Additionally, customers who purchase tickets at AA.com get a lowest-fare guarantee. 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.

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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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The address is <http://www.aa.com>