

PRESS RELEASE

Stacey Frantz
817-967-1577
mediarelations@aa.com

FOR RELEASE: Wednesday, June 26, 2013

AMERICAN AIRLINES AND DISNEY LAUNCH HIGH-FLYING COLLABORATION WITH “DISNEY’S PLANES”

LOS ANGELES – Today American Airlines and the Walt Disney Studios announced a strategic collaboration on the upcoming “Disney’s Planes” movie, including a cameo appearance by *Tripp* -- inspired in part by American’s Boeing 777-300ER, the newest addition to American’s fleet.

Tripp dons the airline’s new look, complete with the company’s newly developed flight symbol and stripes on his tail for a special cameo appearance in the film.

“Disney is a global family brand and working with them gives us a fun opportunity to connect with families who know and love the iconic American Airlines brand,” said Rob Friedman, American’s Vice President – Marketing. “Through this collaboration, we have a lot of great things planned for this summer, including exciting trip promotions and in-airport activities, so I encourage everyone to stay tuned.”

To kick off the excitement, American and Disney this morning surprised customers traveling through Los Angeles International Airport (LAX) with gate celebrations and giveaways, including special guest appearances by the film’s director Klay Hall and actor Carlos Alazraqui, who provides the voice of passionate racer *El Chupacabra (El Chu)* in the film.

In addition, American and Disney today premiered a special version of the “Disney’s Planes” trailer for LAX customers, as well as American’s new custom animated commercial directed by Hall, and developed in conjunction with McCann Worldgroup. In the spot, characters from the movie, including *Dusty, El Chu* and *Tripp*, highlight American’s fleet modernization efforts with a comedic flare. American also held the inflight debut of the trailer and commercial spot onboard Flight #2442 from LAX to Dallas/Fort Worth International Airport (DFW). The trailer, ad spot and images of *Tripp* are available for viewing starting today at aa.com/disneyplanes.

“I’m a lifelong aviation fan and ‘Disney’s Planes’ has allowed me to explore so many facets of flying,” said Hall. “I think the addition of *Tripp* to our lineup really adds to the fun, particularly for aviation buffs like me.”

“Disney’s Planes” and *Tripp* soar into theaters nationwide beginning Aug. 9, 2013. Leading up to the film’s release, the companies plan to roll out an integrated marketing

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effort, including collaborated advertising, promotions and inflight entertainment. American will also feature an inflight version of the movie in October, one month earlier than other airlines, as part of American's continuing effort to provide customers with the latest and most exclusive content.

For more information on American's 777-300ER and other fleet renewal plans, visit aa.com/newplanes, and for more information about American's collaboration with "Disney's Planes," please visit aa.com/disneyplanes.

ABOUT "DISNEY'S PLANES"

"Disney's Planes" is an action-packed 3D animated comedy adventure featuring *Dusty* (voice of Dane Cook), a plane with dreams of competing as a high-flying air racer. But *Dusty's* not exactly built for racing—and he happens to be afraid of heights. So he turns to a seasoned naval aviator who helps *Dusty* qualify to take on the defending champ of the race circuit. *Dusty's* courage is put to the ultimate test as he aims to reach heights he never dreamed possible, giving a spellbound world the inspiration to soar. "Disney's Planes" takes off in theaters on Aug. 9, 2013. For more information, check out Disney.com/Planes, like us on Facebook: facebook.com/DisneyPlanes and follow us on Twitter: twitter.com/DisneyPictures.

About American Airlines

American Airlines focuses on providing an exceptional travel experience across the globe, serving more than 260 airports in more than 50 countries and territories. American's fleet of nearly 900 aircraft fly more than 3,500 daily flights worldwide from hubs in Chicago, Dallas/Fort Worth, Los Angeles, Miami and New York. American flies to nearly 100 international locations including important markets such as London, Madrid, Sao Paulo and Tokyo. With more than 500 new planes scheduled to join the fleet, including continued deliveries of the Boeing 737 family of aircraft and new additions such as the Boeing 777-300ER and the Airbus A320 family of aircraft, American is building toward the youngest and most modern fleet among major U.S. carriers. American's website, aa.com[®], provides customers with easy access to check and book fares, and personalized news, information and travel offers. American's AAdvantage[®] program, voted Program of the Year at the 2013 Freddie Awards, lets members earn miles for travel and everyday purchases and redeem miles for flights to almost 950 destinations worldwide, as well as flight upgrades, vacation packages, car rentals, hotel stays and other retail products. The airline also offers nearly 40 [Admirals Club](http://AdmiralsClub.com)[®] locations worldwide providing comfort, convenience, and an environment with a full range of services making it easy for customers to stay productive without interruption. American is a founding member of the **oneworld**[®] alliance, which brings together some of the best and biggest airlines in the world, including global brands like British Airways, Cathay Pacific, Iberia Airlines, Japan Airlines, LAN and Qantas. Together, its members serve more than 840 destinations served by some 9,000 daily flights to nearly 160 countries and territories. Connect with American on Twitter [@AmericanAir](https://twitter.com/AmericanAir) or Facebook.com/AmericanAirlines. American Airlines, Inc. and American Eagle Airlines, Inc. are subsidiaries of AMR Corporation. AMR Corporation common stock trades under the symbol "AAMRQ" on the OTCQB marketplace, operated by OTC Markets Group.

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