

PRESS RELEASE

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AMERICAN CELERATES BLACK HISTORY MONTH

American Airlines, a global company connecting people from many different cultures and communities, is celebrating Black History Month by honoring “Our Past, Celebrating Today and Preserving our Future.”

“Our strategic relationships with diverse partners enhance our world-class customer experience and demonstrates who we are as an airline – not just for the month of February – but each and every day,” said Rob Friedman, American’s Vice President of Marketing.

As part of the celebration of the past, American has a virtual history available online featuring pioneers in aviation including Captain David Harris, the first African-American pilot hired by a commercial airline Patricia Banks, the first African-American flight attendant and the Tuskegee airmen. To view the tour visit www.AA.com/BlackHistory.

American Airlines C.R. Smith Museum is also exhibiting the Smithsonian’s Black Wings – American Dreams in Flight that highlight the challenges and accomplishments of African-American aviation professionals and the obstacles they overcame to break into aviation. For further information on the exhibit visit www.crsmithmuseum.org.

Celebrating the present, American has assembled items from fine dining menu offerings and special tribute entertainment onboard its flights. Marcus Samuelson, one of the company’s celebrity chefs, salutes his heritage and his belief in the power of food to connect people. Wines have been selected to bring ethnic, cultural and seasonal differences of wineries throughout the world including the 2012 House of Mandela Thembu Collection Sauvignon Blanc offered by Heritage Link Brands, the largest importer and marketer of Black-produced wine from Africa in North America onboard select international flights in First and Business Class. Additionally, Sparkle a much-anticipated movie, is airing on certain flights.

As part of looking to the future, while onboard customers can tune in to Channel 18 to Magic Johnson’s Celebrity Playlist where he also reveals his favorite recording artist of all

American Celebrates Black History Month

February 11, 2013

time (Channel 18 is available on certain entertainment systems). The Feb. 1 issue of American's award winning onboard magazine, *American Way*, features Earvin "Magic" Johnson on the cover with an article that explores American's support of the Magic Johnson Foundation and its efforts to address the needs of ethnically diverse communities. Other articles include Jackie Robinson's daughter discussing her father's role in breaking professional baseball color barrier and the first African-American pilot to fly solo around the world.

Looking to the future, American as a supporter of the United Negro College Fund (UNCF) for more than 35 years, is helping today's students become tomorrow's leaders. As part of that support, American has partnered with UNCF to a co-branded gift card. With every \$50 spent, American donates \$5 to assist the organization help more than 60,000 students.

American is partnering with Macy's and The American Black Film Festival (ABFF) which will be in Miami, June 19 – 23. Customers will have a chance to win a trip to ABFF. Visit macys.com/celebrate to participate. American is also offering a 10% discount to travel to Miami for this special event. Go to www.AA.com and use Promo code 5763DR to book your flight.

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 personalize news, information and travel offers. American's AAdvantage[®] program, one of the most popular frequent flyer programs in the world, lets members 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](#)[®] 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

American Celebrates Black History Month

February 11, 2013

the world, including global brands like British Airways, Cathay Pacific, Iberia Airlines, Japan Airlines, LAN and Qantas. Together, its members serve more than 900 destinations with more than 9,000 daily flights to 150 countries and territories. Connect with American on Twitter [@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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